



The

# *Manufacturing Confectioner*

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DETROIT

ONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

TECHNOLOGY DEPT.



**MARCH  
1952**

**A Study Of Milk In Chocolate  
Friendly Design Sells Candy**

SPECIFY THE ORIGINAL

*Sterwin's  
ZIMCO®  
Vanillin  
U.S.P.*

**THE ORIGINAL PURE LIGNIN VANILLIN**

Consult your  
flavor supplier

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Sterwin's Zimco brand is the *original lignin vanillin*. This *pure crystalline vanillin* has been produced continuously since 1937, at our Rothschild, Wisconsin plant, by our own exclusive patented process.

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Over a long period of years we have fulfilled all contracts, and allotted any surplus production fairly and equitably. This is our established policy. Stocks are carried at strategically located warehouses to insure prompt deliveries.

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ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS

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BUT TECHNICALLY RIGHT TOO



The peak in flavor perfection!..... Yet Alva flavors are soundly designed by an organization of capable food chemists whose knowledge, experience and facilities are unmatched. An Alva flavor is perfection in flavor and technically right in the product for which it is recommended.

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NEW YORK 19, N. Y.



ALVA FLAVORS • ALVA FLAVORS

ALVA FLAVORS •

# FRESH PINEAPPLE?... I ADORE IT!



Anyone who's tasted FRITZSCHE'S Fresh Pineapple adores it. But that is just one of dozens of mouth-watering flavors that grace the FRITZSCHE line, — each and every one the time-tested product of an old-established firm, long noted for the goodness, uniformity and dependability of its flavors. Food, beverage and confectionery manufacturers can cater most successfully to the varied taste preferences of their customers by relying upon these quality-proved selections of the house of FRITZSCHE . . .

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Looking for some special flavor?  
Those listed in our catalog are all special—made to exacting FRITZSCHE specifications of quality.  
Write for your FREE copy, today.

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Established



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Edited and Published  
in Chicago  
The Candy Manufacturing  
Center of the World

# The Manufacturing Confectioner

READ WHEREVER CANDY IS MADE

**MARCH**  
Vol. XXXII

**1952**  
No. 3

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FOUNDER

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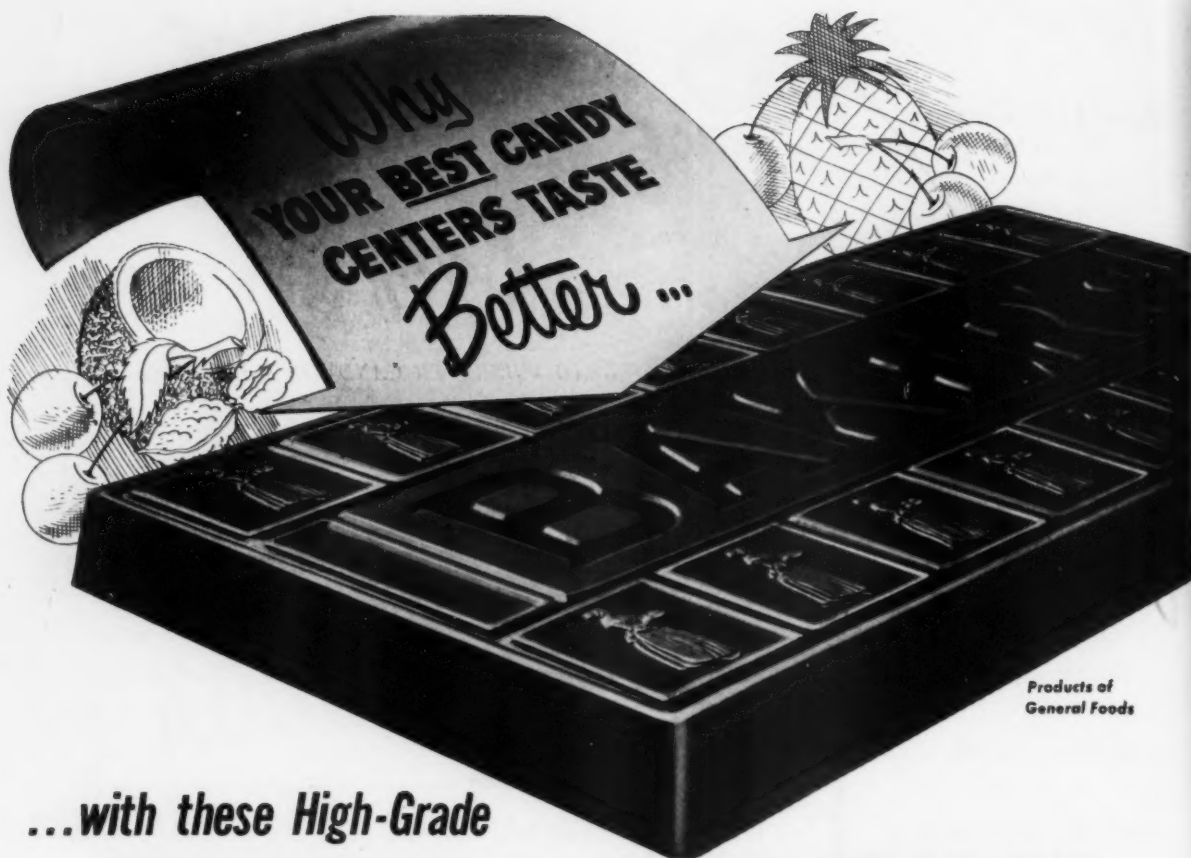


Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production methods, Materials, Equipment, Purchasing Sales, Merchandising.

25 Years Ago .....	12
Confectioners' Briefs .....	16
Milk in Chocolate .....	J. Koch 23
Van Leer Tour Displays Modern Plant .....	25
New Process in Starch Drying .....	27
Light and Friendliness Sells Candy .....	29
Distribution—Sales—Advertising .....	33
National Advertising .....	34
Candy Clinic: 1 Lb Boxes Assorted Chocolates .....	36
Handling Chocolate Coatings .....	A. T. Newth 40
Technical Literature .....	44
Commodity Market .....	47
Association News .....	50
Conventions .....	53
Confectionery Brokers .....	54
The Clearing House: Classified Ads .....	57
Advertisers Index .....	58

COVER: Easter Egg Production at Steven Candy Kitchens' Chicago Plant.

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...with these High-Grade

# VANILLA COATINGS

**MARVEL VANILLA COATING**  
— very finely milled chocolate of dark color and smooth texture ... "the contrast piece."

**PRINCESS VANILLA COATING**  
— medium dark . . . full chocolate flavor of the fondant type. A bouquet of excellent balance.

**PLAZA VANILLA COATING** — light in color, incomparable for flavor and smoothness . . . adds extra richness to centers.

You discover that fine coatings are *more* than mere coverings when you try Walter Baker's High-Grade Vanilla Coatings. For here is smoothly workable chocolate, created to enhance your finest centers. Here are color, gloss and texture that give your confections a decided competitive edge in "buy-appeal"—plus snap and flavor made to win friends and influence customers from the first tempting bite.

Let your own comparison prove why the finest vanilla coatings in sight—in taste—are Walter Baker's!

## A Complete Range in Flavors, Colors, Prices—Including:

\***Milk Coatings**—Masterpiece, Mayflower, Bournedale and other top-grade milk coatings that challenge comparison!

\***Vanilla Coatings**—the above and

others of varying color and bouquet that surround your candies with "sell"!

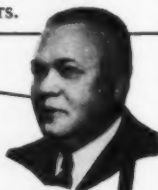
\***Chocolate Liquors**—Eagle, Caracas—smooth, free-flowing, full-bodied. Standards in the trade!

\*Samples on request

The First Name in Chocolate . . . The Finest Name in Service

"My Success Depends on Yours!"

... says Arthur E. Fest of New York—one of the Walter Baker Chocolate Consultants who serve America's confectionery industry. Like his fellow consultants, he offers his customers expert technical advice, backed by years of specialized experience in the confectionery field . . . There's a Walter Baker representative nearby, ready to help you in your choice and use of America's finest coatings and chocolate liquors.



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Sales offices in Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia. Brokers in all principal cities.



# SUGAR!

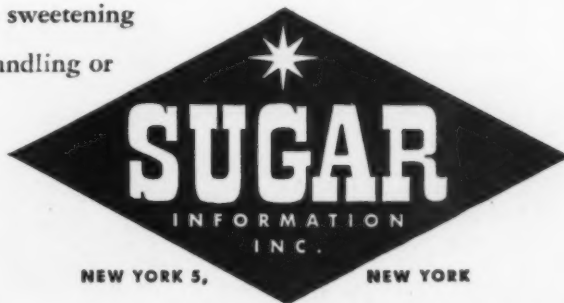
## Customer-Winner... and Keeper!

Because sugar has always been associated with top quality in the public mind, candy made with sugar helps you win *new* customers, keep *old* customers, please *all* customers!

That's why sugar—Nature's No. 1 sweetening agent—should be *your* No. 1 choice for making candy of superior quality.

Sugar is economical. It gives you 10 to 50% more sweetening power. Sugar is easier to use. It requires no special handling or storage facilities.

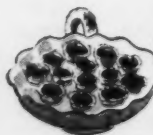
For candy of *quality* always use *sugar*, for sugar points up the quality that rings up the sale!





**Want your candies to taste better?**  
It's easy when you make them with KRIST-O-KLEER. For it guards the fresh goodness that's in your sweets—keeps the flavor from drying out.

**Want your candies to look better?**  
Use KRIST-O-KLEER! It holds the moisture! Makes candies tender, smooth, appetizing.



**Want your candies to keep better?**  
Again, the secret's KRIST-O-KLEER! For it retains moisture during exposure to air and low humidity. Helps keep candies fresh until they're consumed.

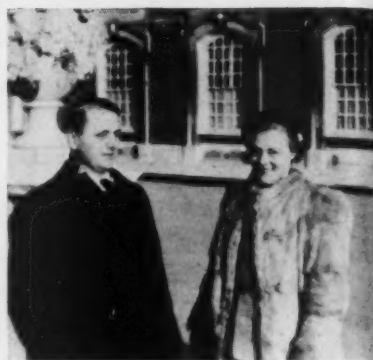
Remember—for better candy-making, better order now—from National's full line of KRIST-O-KLEER invert and partial invert sugars.

**THE NATIONAL SUGAR REFINING CO.**  
New York, N. Y. and Philadelphia, Pa.



## The Publisher's Notebook

THROUGH the courtesy of Hans Dresel we received this snapshot of Michael Reade, who represents The MANUFACTURING CONFECTIONER publications in England, and his charming wife. Mr. Reade is a technical consultant to the chocolate industry. I was sure that the Dresels would enjoy this couple as I did when in London.



Mr. Dresel's dairy is well worth reading and I wish we had space to print all of it (see p. 48). He is generously sending it to all of his friends and members of the PMAC.



Bill Kelley presents his father with employees birthday scroll.

CONGRATULATIONS to my good friend Ed Kelley, celebrating his 80th birthday. In 1898 the late Adolph Goelitz first made candy corn in Cincinnati, and Ed Kelley joined the company, which moved to North Chicago in 1910. In its new plant, completed in 1950, Goelitz Confectionery Co. still specializes in candy corn and cream specialties. "Goelitz Candy Corn—Worth Crowing For", is famous the country over.

THEODORE V. SANTOS, representing the National Federation of Sugar Planters, in the Philippines, was a visitor at the MC office recently. Mr. Santos is in this country in the interest of establishing more businesses in his country, using the products grown there. He was a guest at the Chicago chapter of the AACT at its February meeting.

FAREWELL to Nutrine Candy Company. Fortunately, most of the executives are still in the industry. Mr. Goodman will be missed as he was a familiar figure in the industry for many years.

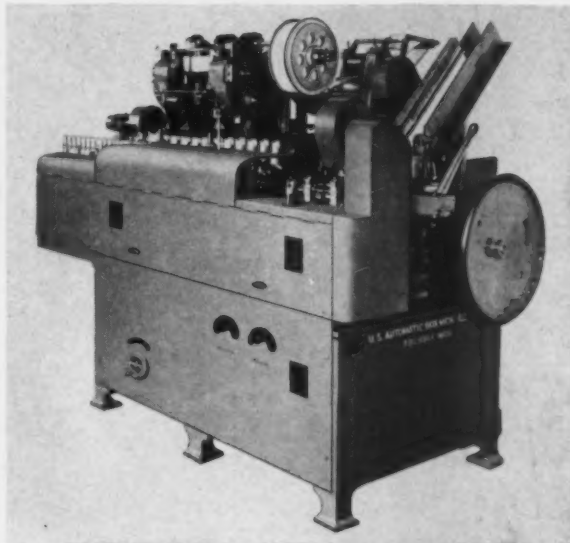
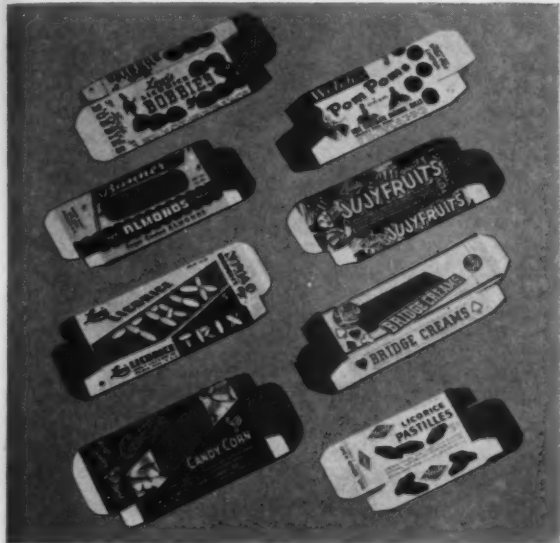
*Frederic W. Allured*

THE MANUFACTURING CONFECTIONER



# *Eliminate* CHANGE-OVER TIME

The Versatile C-10-CC Candy Filler Packs  
all these types of candy without adjustment



Candy manufacturers and distributors who package a wide variety of hard, semisoft or easily marred candies will find the Model C-10-CC Volumetric Filler ideal for their multiple requirements. It will handle all their products without adjustment when package size and volume are kept uniform. The Model C-10-CC automatically extracts the flat carton, opens it, tucks bottom flaps, cuts, forms and inserts liner into the carton and then volume fills the correct amount of candy. When desired, the liner may be omitted. Final operation on the C-10-CC folds the top of the liner closed and tucks and closes the top flaps of the carton. An automatic check weigher rejects any underweight packages. Only one operator is required to supervise the machine, and speeds of 60 filled cartons per minute are available.

Check the many varieties of candy packages shown and you'll see how the C-10-CC can fill your packaging problem. Write for complete details today.



NET & GROSS WEIGHING ★ PACKAGE FORMING & FILLING ★ CARTON SEALING, LINING, WRAPPING ★ BOX MAKING

**AUTOMATIC BOX MACHINERY CO., Inc.**

Owning and Operating NATIONAL PACKAGING MACHINERY CO. ★ CARTONING MACHINERY CORP.

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**fighting mad  
about rising  
packaging costs?**

## **let EMPIRE BOX show you HOW TO KEEP COSTS DOWN!**



Smooth those ruffled feathers. Get an earful of Empire's realistic packaging that gives you top quality at the price you want to pay.

Empire's nearly half-century of experience enables it to save you money—without sacrificing quality. Reason: Empire controls quality from start to finish . . . produces its own paperboard . . . even blends its own ink . . . precision engineers every package . . . and provides a complete top-talent art department. In addition, you get added savings from Empire's multi-plant operation that lowers your costs . . . helps assure on-time delivery!

Call or write the Empire office nearest you today—put our specialists to work for you. The result will be a feather in your cap.

# **EMPIRE BOX**

## **CORPORATION**

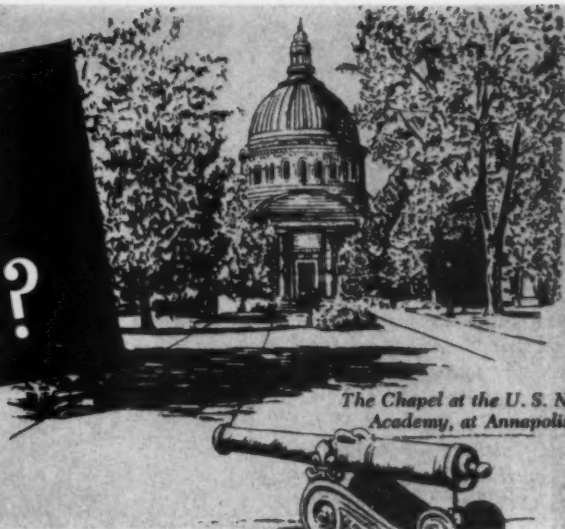
CHICAGO, ILL.

GARFIELD, N. J.



**3 GREAT PLANTS TO SERVE YOU**

What Candies  
Sell Best in  
Maryland?



The Chapel at the U. S. Naval Academy, at Annapolis.

## "ALMOND CANDIES ARE MONEY-MAKERS EVERYWHERE"

Sales records everywhere indicate this significant fact . . . wherever candy is sold there's a general preference for "the one with almonds". Among candymakers, there's also a general preference . . . for "Blue Diamond" almonds. For nearly half a century the "Blue Diamond" trademark has been a guarantee of highest quality . . . uniform quality, in accurately graded sizes, free from foreign particles or bitters.

We're almond specialists, and have been for nearly fifty years. So let's talk almonds . . . whole, natural or blanched, sliced, diced, halved, split, chopt, or slivered. *Let's talk about selling more candy!*

### WRITE FOR NEW BOOKLET

New formulas! New actual size photos of almond products, varieties, and sizes! Write for your free copy of this 1952 edition of "Formulas for Candymakers".

The nation's  
favorite candies  
are ALMOND  
CANDIES



**BLUE DIAMOND ALMONDS**

CALIFORNIA ALMOND GROWERS EXCHANGE . . . Sacramento, Calif.  
Sales Offices: 100 Hudson St., New York 13, and 221 N. La Salle, Chicago 1

BLUE  
DIAMOND  
BRAND

## 25 Years Ago

In the March, 1927, issue of The Manufacturing Confectioner. . . .

**M**ARSHMALLOWS occupied most of our attention. The lead article, "Marshmallow as a Food", by C. Robert Moulton of the Institute of American Meat Packers, took a strong stand that "Candy is delicious food", especially marshmallows "because of their gelatine content."

**D**R. Werner W. Duecker of the Mellon Institute of Industrial Research, contributed some practical suggestions regarding the production of marshmallows, under the title "The Marshmallow Problem". He advised beating the batch at about 250 r.p.m., using calf skin gelatine, and possession of an efficient starch dryer.

**T**HE differences in application and uses of moulding and dusting starch were reviewed by Dr. Howard File, chief chemist of the A. E. Staley Manufacturing Co. Otherwise a number of different reactions to various "marshmallow problems" were recorded on "The Marshmallow Forum" conducted by Herman Lebeson. The letters to the Forum emphasized the necessity of sanitation, testing procedures for quality ingredients, exact measurements and proper timing.

**A**N article, "Selling Twenty Tons a Day. Not Steel—Marshmallow!" outlined the success of the Campfire Marshmallow Co., which "multiplied its sales volume five times in three years." The story was told by Ralph P. Hammond, sales manager of the company, who related how the company had changed the emphasis on marshmallows from candy to "a food to be used with other foods" in order to build sales.

**D**ESPITE the emphasis on marshmallow, MC didn't fail to note the potency of its prophecy concerning the New York Cocoa Exchange. An editorial revealed that "the smug complacency of a month ago has given way to a genuine alarm" because "one of the big Trinidad shippers has failed—not only failed but skipped the country leaving behind him a sad wake of ill-advised short-sales aggregating perhaps a million and a half dollars."

Our editor also revealed that "the mad mullahs of the (Cocoa Exchange) ring are seriously attempting to restore the dignity of the exchange by quietly ignoring all the unpleasant things which have been said about it."

**MC** devoted another page to bidding "Goodbye and Good Riddance to the Fighting 69th" (Congress). The editorial flayed the near passing of the McNary-Haugen Bill, which "would have subsidized the surpluses of the major American crops at the expense of the public" and the "country of origin bill, which was passed through catering to selfish minorities." MC urged its readers to "Punish your betrayers at the polls next fall!"



Take steps **NOW**  
to investigate  
Stange's



**PEACOCK BRAND**  
**CERTIFIED FOOD COLORS**

MANUFACTURED AND DISTRIBUTED BY WM. J. STANGE CO.,  
CHICAGO 12, ILLINOIS OAKLAND 21, CALIFORNIA

Also Mfr's Stange Cream-of-Spice Seasonings



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**THE RIGHT OIL**

**FOR YOU**

**MUST HAVE . . . . .**

**UNIFORMITY**

**STRENGTH**

**QUALITY**

**FLAVOR**

Thousands of buyers know that Exchange Oil of Orange meets these qualifications consistently. They know that rigid, day-to-day laboratory control, combined with years of experience as the leader in the citrus products field, guarantees that Exchange Oil of Orange will always meet their most critical specifications.

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**Exchange**

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ORANGE  
U. S. P.**

**CALIFORNIA FRUIT GROWERS EXCHANGE**

PRODUCTS DEPARTMENT, ONTARIO, CALIF.

PRODUCING PLANT:

The Exchange Orange Products Co., Ontario, Calif.



# FROM HORSELESS CARRIAGE DAYS

# 1912



*In a short span of forty long years,  
we have seen the horseless carriage be-  
come a museum piece and the atomic  
energy age a reality. We take great  
pride in celebrating our anniversary and feel sure  
that, through our accomplishments  
from ceaseless effort and acquired ex-  
perience, our future will not be that  
of a museum piece, but of an ener-  
getic organization capable as always  
to continue serving our patrons*

# 40 YEARS

*Sincerely  
Olive Can Company  
Chicago 12, Illinois*



# To Atomic Energy Age

# 1952







# Fred Daggett tells of the TREMENDOUS SAVINGS ON HIS M-100 MOGUL INSTALLATIONS



DAGGETT CHOCOLATE CO. • 400 Main Street • Cambridge 42, Mass.  
November 7, 1951.

National Equipment Corporation,  
153 Crosby Street,  
New York 12, New York

Gentlemen:

We are taking this opportunity to tell you of the satisfaction we derive each time we check our Mogul production figures and then compare them with the production figures of our old Steel Moguls.

The two new National M-100 Steel Moguls we have recently installed give us far greater production than three of our old steel Moguls. Also, this installation reduced our Mogul room force by six men. With the substantial saving in labor and time and the complete elimination of all excess scrap, the new National M-100 Steel Moguls have paid for themselves in a very short time.

We must give complete credit to the considerable improvements and exclusive new features you have incorporated into the new M-100 Steel Mogul, such as your new Harmonic Motion Unit, completely eliminating jarring of trays and the subsequent breakdown of moulds, and your recently designed THOROCLEAN Sieve which makes perfect cleaning of candies possible. Your new Silvertone Hydro-Seal Pump Bar, with its exclusive groove type Pistons and continuous water lubrication, gives us accurate deposits consistently. We are now assured of a precision cast with the complete elimination of all tailings.

May we express our appreciation for your thorough co-operation from the time of installation of our new M-100 Moguls through to your exceptionally fine service.

Very truly yours,

DAGGETT CHOCOLATE COMPANY

*F. L. Daggett*

F. L. Daggett, President

FLD/ets.

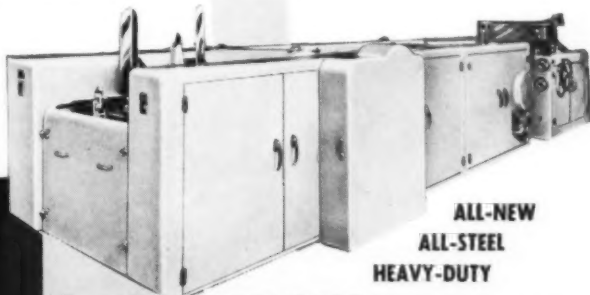
There is a rapidly growing scarcity of materials. Right now, we can still deliver—and we can hold the line on prices. We can still arrange installations over a week-end without interrupting your production schedule.

## DEFERRED PAYMENT PLAN TO SUIT YOU UP TO 3 YEARS

## OTHER NATIONAL PRODUCTS

D-100 Depositor  
"Silvertone" Hydro-Seal  
Pump Bar  
Enrober (16", 24", 34", 42")  
Continuous Cooker  
Cooling Tunnel  
Multiple-Tier Cooler  
Chocolate Melting Kettles  
Cherry Dropper  
Continuous Cream Cooler  
and Beater  
Sugar Sander

All quotations, delivery dates, etc., are subject to change without notice due to present conditions.



ALL-NEW  
ALL-STEEL  
HEAVY-DUTY  
NATIONAL MOGUL MODEL M-100

# NATIONAL EQUIPMENT CORPORATION

153-157 Crosby Street

New York 12, N. Y.



WHEN  
YOU  
MAKE THOSE  
GOOD CANDIES  
PEOPLE  
ENJOY  
EVERY DAY  
USE



CORN SYRUP  
CORN STARCH  
AND DEXTROSE  
CLINTON FOODS INC  
CLINTON IOWA

## Confectioners' Briefs

• **The Robert A. Johnston Co.**, Milwaukee, Wisconsin, has selected Edward C. Johnston as president, succeeding his uncle, Harry S. Johnston, who is retiring after 45 years as head of the firm. The new president is the company's fourth since it was founded 104 years ago by Alexander H. Johnston. Edward C. Johnston joined the company in 1932, became laboratory director in 1938, vice president in 1944 and executive vice-president in 1947.

Eugene Johnson Fretz, formerly secretary, was named vice-president and secretary. William G. Brumder, board chairman of the First Wisconsin National bank, was elected to the board of directors.

• **Nutrine Candy company** common stock recently drew a third liquidation dividend of one dollar per share. This brings the total liquidating disbursement to \$4.50 a share. The firm is being liquidated subsequent to its purchase by the Chase Candy Company of St. Louis.

• **Chase Candy company** has announced the appointment of two new sales managers. Tom Page has been placed in charge of the Northeastern sales division, and James Hubert in charge of the southeastern division. Page came to Chase with the recently purchased Nutrine Candy company. Hubert has been with wholesale firms and is a past president of the Southern Salesmen's Candy Club and a member of the board of the Southern Wholesale Confectioners' Association.



Mr. and Mrs. Edwin J. Brach, of E. J. Brach & Sons, Chicago, recently visited the island of Kauai during their vacation in Hawaii. They are shown in the lovely gardens of Kauai Inn, where they stayed while on the "Garden Isle."

(Please turn to page 20)

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*no other  
ingredient  
adds  
so much sales appeal  
for so little*

Fine foods deserve fine colors—*National Certified Food Colors*. The uniform pure-dye strength, brightness of shade and solubility of *National Certified Food Colors* assure uniformly appetizing color in your finished goods, regardless of season or climate.



*National*  
CERTIFIED  
**FOOD COLORS**

CERTIFIED COLOR DIVISION  
**NATIONAL ANILINE DIVISION**  
ALLIED CHEMICAL & DYE CORPORATION  
40 RECTOR STREET, NEW YORK, N.Y.



BOSTON

PHILADELPHIA

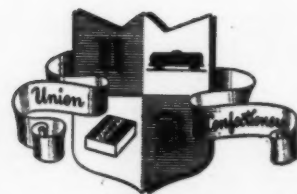
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TORONTO



# *Union Corn Syrup Unmixed*

**UNION CORN SYRUP UNMIXED** is dependable

and adaptable to your formulae.

Sales service and technical assistance are

available without obligation.

**UNION SALES CORPORATION**

Distributor for

**UNION STARCH and REFINING COMPANY**

Columbus, Indiana

*Serving the Confectionery Industry since 1903*

**This  
Should**

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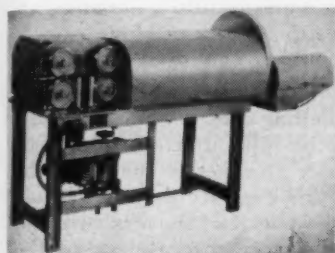
For  
Vacuum  
Park R

for Ma

## This New Machine Should Be of Interest to YOU

The Racine Confectioners' Machinery Co. is producing a machine which will handle solid sticks, clear or pulled, as well as sticks with honeycombed centers. Called the Racine Stick Candy Machine, it sizes, twists, and cuts the sticks of any diameter and length.

Requiring only one operator to feed the machine from a batch roller or flat board, the machine sizes, twists and cuts automatically.



The operating speed is controlled by a variable speed transmission. Capacity is from 300 to 900 inches per minute. It can turn out 300 one inch sticks or 100 nine-inch sticks per minute.

Complete information is available from Racine Confectioners' Machinery Co., 15 Park Row, New York 38, N. Y.

## Highest Quality Hard Candy

The Simplex Type D-3 Steam Vacuum Cooker is designed to cook perfectly all sugar or any combination of ingredients. It will also handle any size batch from 25 to 200 pounds alternately and the type of candy as well as the ingredients can be varied without losing time.

The product produced by the Simplex Vacuum Cooker is superior. The candy is whiter and drier. Stickiness from dampness is reduced because the Simplex process removes the maximum moisture.

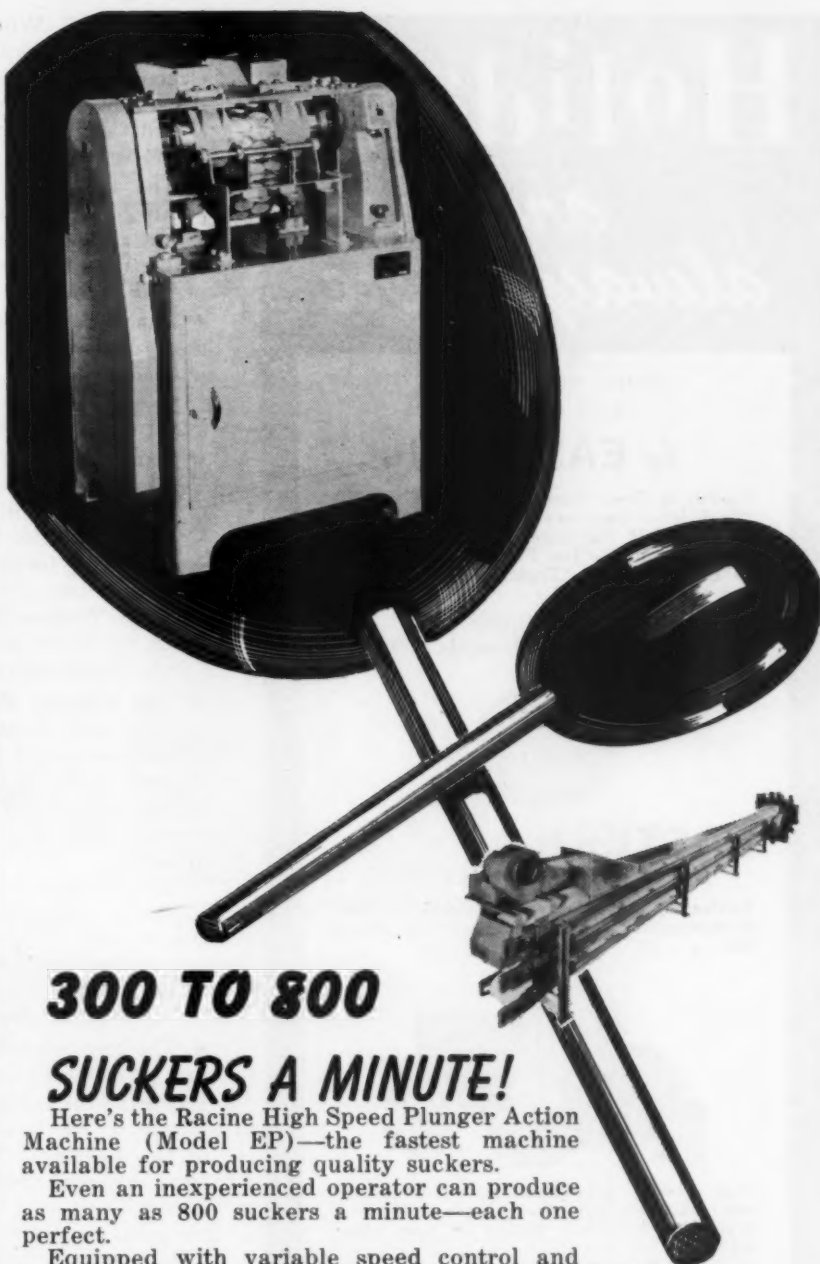
An additional feature of the machine is the removable steam circulator which speeds up the cooking.



Actual test has shown that this circulator has cut cooking time in half.

For complete details write to Vacuum Candy Machinery Co., 15 Park Row, New York 38, N. Y.

for March, 1952



# 300 TO 800

## SUCKERS A MINUTE!

Here's the Racine High Speed Plunger Action Machine (Model EP)—the fastest machine available for producing quality suckers.

Even an inexperienced operator can produce as many as 800 suckers a minute—each one perfect.

Equipped with variable speed control and electric motor, the Racine Model EP Sucker Machine turns out the best pops—look big but weigh a minimum—as thin as 1/4". And, the continuous plunger action inserts every stick (wood or paper) right in the center.

Need more proof to be convinced? The full story is yours for the asking. Write today.

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**RACINE**  
CONFECTIONERS' MACHINERY CO.

15 PARK ROW, NEW YORK 38, N. Y.

Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.

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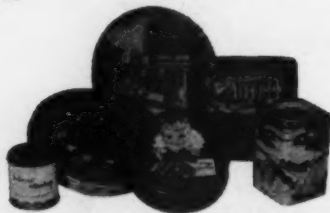
Currier & Ives "Bow" and "Pine Cones"—  
"Orchids"—"Southern Charm"—"On the  
Plaza"—"Old Fashioned Basket"—"Planta-  
tion Romance"—"Joe Palooka Lunch Box"  
—"Back Home"—"England Street Scene"  
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**EASTERN CAN COMPANY**

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BROOKLYN 11, NEW YORK

• **William J. Wiley**, vice president in charge of production for Stephen F. Whitman & Son, has been elected a director and financial vice-president of the Atlas Powder Company. He is also a director of the International Resistance Company, of which he was treasurer for three years.

• The 1952 Red Cross Fund campaign has appointed W. J. Marshall, executive director of the Chicago Candy Association, to head up solicitations within the confectioners group of the Chicago business division.

• **Chocolat Lacroix**, of Tourcoing, France, has announced its interest in entering into a licensing arrangement with U. S. firms whereby Modern techniques and processes could be employed for increasing production of chocolate candy.

• **Southern Pecan Shelling Co.**, of San Antonio, Texas, has announced the appointment of Evans D. George to assistant sales manager in charge of the Grocery Division. In this capacity he will assume responsibility for the promotion of the firm's tin and packaged lines. He is a former president of the Southern Wholesale Confectioners' Association, and a member of the Board of Directors of the National Candy Wholesalers' Association.

• The **Auguste Richard Co.**, one of the leading medium-sized industries of the Grand Duchy of Luxembourg and the sole industrial producer of candies, wishes to interest a U. S. firm in investing capital in its candy making enterprise. The move is reported due to the advanced age of the present directors.

The Luxembourg firm states that an American company could either purchase the \$200,000 plant and business, permitting the owners to retain certain shares, or form an association under which American candy-making machines and processes could be introduced.

• The 29th Annual Midwest Safety Show will feature a meeting on "Safety in Confectionery and Baking Manufacturing Plants" on the afternoon of May 8, at the Congress Hotel, Chicago. Chairman of the meeting will be Burton H. May of Mars, Inc., Principal speaker will be E. R. Bartley, personnel director at Bunte Brothers. Participating in the panel discussion on safety problems and the solutions will be Frank P. Bernard, of Curtiss Candy Co., and Louis Leaf, of Leaf Brands, Inc.

• A new process for producing vanillin from paper mill waste liquids has been announced by the Ontario Paper Company, Ltd., a subsidiary of the Chicago Tribune.

The process has been developed and patented by Dr. C. A. Sankey, Ontario Paper's research director, and J. H. Fisher, research engineer. The paper company is presently building a \$1,300,000 plant for the manufacture of vanillin and its by-products. Initial production is expected to be about 400,000 pounds annually.

Dow Chemical Company has been named as world market sales representative. Sales will be handled directly through the Dow company's Bush Aromatics division.

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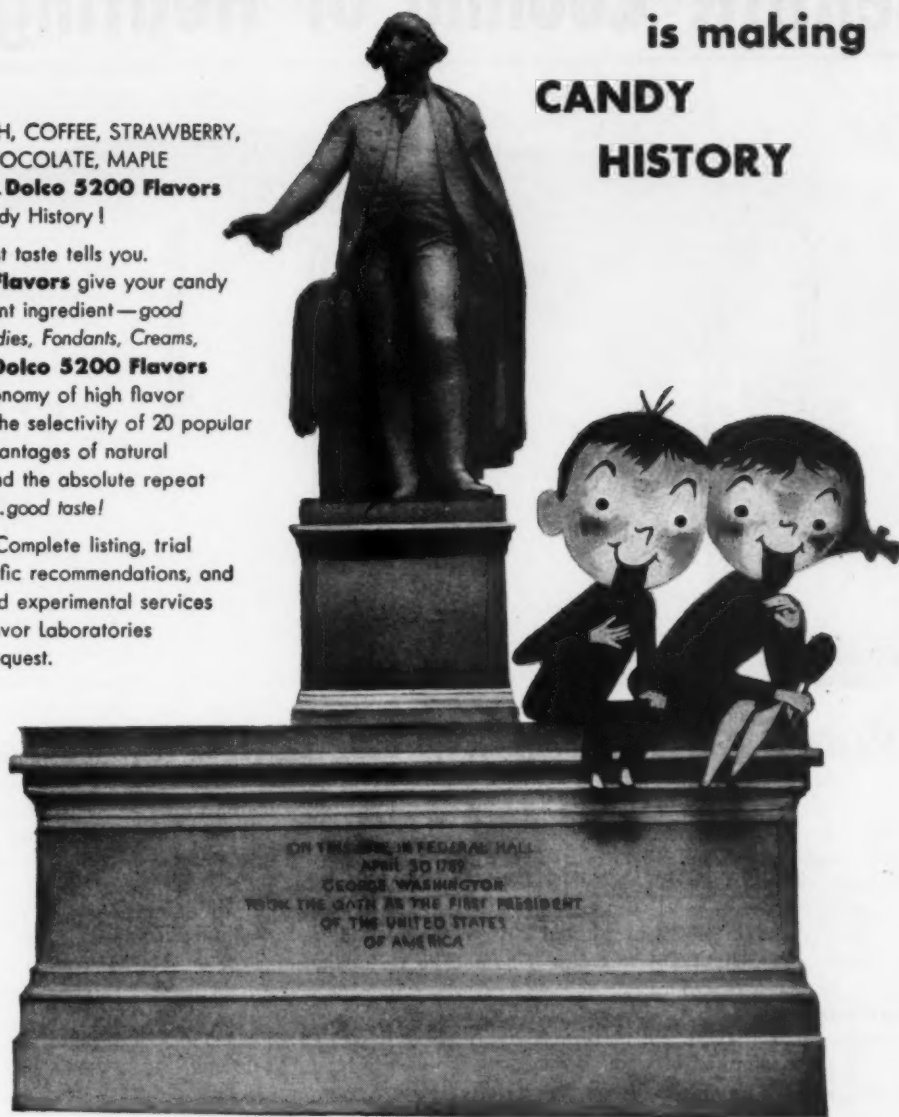
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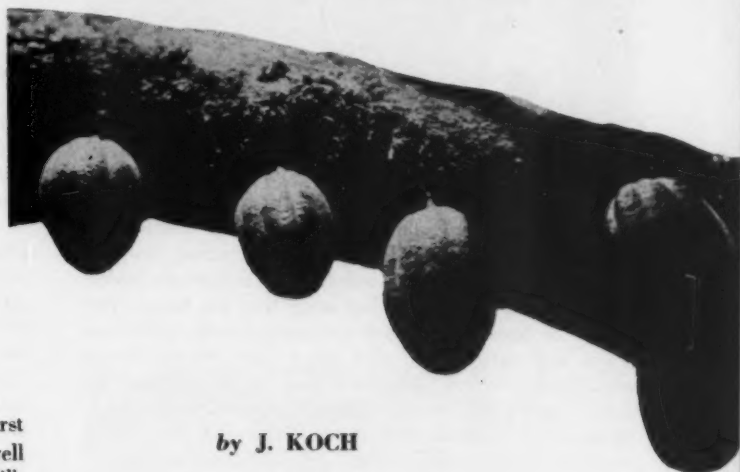
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# MILK In Chocolate



by J. KOCH

MILK CHOCOLATE seems to have made its first appearance in 1875, being introduced by the well known Swiss manufacturer Daniel Peter. The use of milk in chocolate drinks had however been known for some time previous to this and it is probable that its incorporation into eating chocolate was largely a natural consequence of contemporary developments in the dairying industry. O. F. Hunziker, in his well known 'Condensed Milk and Milk Powder' (published by Hunziker, La Grange, Ill.), gives the principal credit for early research into the concentration and preservation of milk to a Frenchman, Nicholas Appert, who published a treatise on the subject in 1810; the first commercial milk condenseries were however not established until considerably later, 1856 in U.S.A. (Gail Borden) and 1866 in Switzerland (Anglo-Swiss condensed milk Co., also largely inspired by an American), nor was it till the turn of the century that milk drying plants began to appear in the forms which have since become familiar.

The method of drying milk prior to about 1900 was essentially one of beating air into an already concentrated milk, thus slowly evaporating away at least the bulk of the remaining moisture. Techniques of this type seem to have been practised in a small way for a very long time and it is probable that such a method was in use in China at least six hundred years ago; the method is still not quite dead, at least in chocolate factories, for all that it is a very slow one. Moreover, it is easy to see now that the method was unlikely to prosper in the long run; whilst it can produce dried milk of a sort, the more one attempts to produce a product that is really satisfactory in any one respect, the worse it becomes in most other respects. The main reasons for the breakdown of this style of processing are of particular interest to chocolate makers, as also are the extenuating circumstances which have led to its retention by some milk chocolate processors, mainly those using block milk as their starting point.

In the first place, excessive exposure of the milk to oxidation results in a loss of flavour and may even lead to rancidity of the milk fats; many bacteria are also airborne, or are stimulated into activity by ventilation, and they also give rise to the same or similar effects. If the milk is mixed with ground cocoa, however, the powerful anti-oxidant effect of the cocoa tannins offsets the danger of oxidation and the subsequent processing of chocolate is such that bacteria already existing are killed; new growths are also virtually impossible once the protective film of cocoa butter has been formed, so that neither of these objections to the slow air evaporation of milk carries much weight once it has been compounded with cocoa.

Secondly, heat treatment renders the casein in the milk insoluble. If liquid milk is heated, it curdles under the action of the heat; even if it is already partially dehydrated, the solids still coagulate and cannot be dispersed or dissolved when water is added again. The heat necessary to render the casein insoluble is unfortunately not readily calculable; in general, moderate heating for a long period appears to be potentially more harmful than high temperature treatment for a short period. Furthermore, the more concentrated the milk at the time of the heating, the more readily does insolubility arise, and pre-heating of liquid milk is actually used to improve the heat stability of the subsequent concentrated milk. It will be seen that slow drying of the milk by aeration, with a falling rate of evaporation as the milk concentrates, is a particularly unsatisfactory method of producing a

readily soluble final product. In chocolate making, the effect can be ignored to some extent, but not altogether; not only will the chocolate subsequently be refined, a process which will at least assist in breaking down coagulations, but the mere addition of cocoa and sugar has had the effect of diluting the milk solids and the usual treatment in a hot melangeur is at least mechanically suitable for keeping serious coagulation to a minimum. It is also probable that the cocoa butter film assists by insulating the milk particles from one another, though if it is to be effective in this respect, it must also be sufficiently impervious to hinder evaporation of the moisture.

There is therefore usually a marked advantage in incorporating ground cocoa into the concentrated milk before the final drying takes place, more or less irrespective of the nature of the final drying operation; in practice, such an incorporation is usually made when there is between 10% and 18% of moisture still in the milk. It is also well known that sucrose additions to the partly concentrated milk render further concentration simpler, for not dissimilar reasons, and sugar is frequently added to the milk at an even earlier stage than the cocoa. The systems of final drying such cocoa-sugar-milk mixes are legion and range from the simple hot melangeur to special spray driers (in which case the cocoa must be added at a higher moisture content), also vacuum kneading machines and vacuum stoves, and most large scale producers with control of their own milk sources operate one of these systems. There seems little doubt that it is in fact desirable to incorporate sugar and cocoa into the milk before it is finally dried, but it is also clear that such techniques are only worthwhile in large scale organizations; not only must the final drying process be specially devised to suit the particular requirements of the individual chocolate maker but the processing itself must be on a scale large enough to justify the provision of a waste products recovery system, multiple effect evaporators and so on, or wastage of materials and fuel will speedily offset any apparent gain there may be from processing one's own milk.

Probably the larger part of the world's milk chocolate is still made from milk which has been dried by a specialist dairy products concern and marketed as plain dried milk, without any addition of sugar or cocoa, and which can be obtained in any quantity from a half pound tin upwards. Such milk is nearly always dried by a flash drying process, the two commonest being roller drying and spray drying, both of which depend on very rapid dehydration at a relatively high temperature. These processes are usually worked at or near atmospheric pressure and it is well known that the spray dried product is usually preferred, as the time-temperature conditions in a well managed spray drying unit are decidedly the more favourable; inefficient supervision of the operation can however easily result in a poor product from either of these processes, so that discriminatory buying of milk powders is always advisable. Possibly the best flash dried powder of all is made on the vacuum drum drier, but the process tends to be expensive and not very common as yet; the same remarks as to management also apply, so that is probably preferable for a chocolate processor to deal with a milk processor whom he can trust, more or less irrespective of the drying equipment actually used, and if possible build up an organisation for obtaining

good quality milk in the form which is most suited to his needs.

No flash drying system yields a perfectly dried powder and there are also considerable variations in the air porosity of the powder, both of which are of great importance to the shelf life of the dried milk. Nowadays it is usual to pack milk powders in hermetically sealed cans which have either been evacuated or filled with an inert (i.e. oxygen free) gas, but the packing process is never perfect and moreover it is expensive. A flash dried powder is always hygroscopic to some extent; the equilibrium moisture varies considerably with different conditions, but may well be as high as 10%, so that protection from a humid atmosphere is essential; moreover, not being fully dehydrated (a freshly dried powder containing 3% moisture is good), hardening of the casein sets in at a rate which increases with the temperature of storage and with rising moisture content of the powder. If refrigerated storage at low relative humidity is practicable, this is the equivalent of vacuum or gas packing, but it is unlikely that it will be any cheaper; moreover, there is always still some possibility of oxidation, which can cause flavour deterioration. There is however an attractive alternative, which is to arrange for thorough incorporation of the powder with ground cocoa nib and cocoa butter immediately after drying and, if necessary, part cooling; the anti-oxidants of the cocoa and the protective film of cocoa butter will then perform all the functions of vacuum or gas packing, and the compound can be cast into blocks of any convenient size, which may be stored until the time comes to complete their making up into chocolate. Such a system can in fact compete seriously with the specialised processes in which cocoa and sugar are incorporated into the milk prior to the final drying, but does not involve the same investment in highly specialised equipment which can only be used for the one purpose. It is possibly preferable to use cocoa butter alone, rather than a ground nib-cocoa butter mix, to seal the dried milk; intensive mixing is however very necessary or more butter will be needed to form a film than can be accepted in the final chocolate, a situation which would render the process hopelessly uneconomic. Where ground nib is used, the nib should of course be well dried in the roaster, or acids may give rise to undesirable effects on the milk flavour.

There is already a tendency for cocoa-milk or cocoa-sugar-milk compounds to become a specialised raw material for the ordinary chocolate maker, the compound having been prepared by a dairying concern with access to part processed cocoa, but no chocolate maker really approves of using cocoa which he has not cleaned and roasted himself, and it is still an open question as to which of the newer processes will predominate in the long run. There is however clearly scope for such organisations and the days when the chocolate maker can process any and every milk powder into milk chocolate, more or less irrespective of its condition, are clearly numbered; many of the newer processes still tend to be associated with flavour effects which are unpalatable to some communities, but these are frequently the result of comparatively minor details of processing and it appears increasingly probable that the progressive chocolate maker will have to take serious account of the post 1900 developments in the milk industry if he is not to find his product sadly deficient in consumer appeal.



# Van Leer

## Tour

## Displays

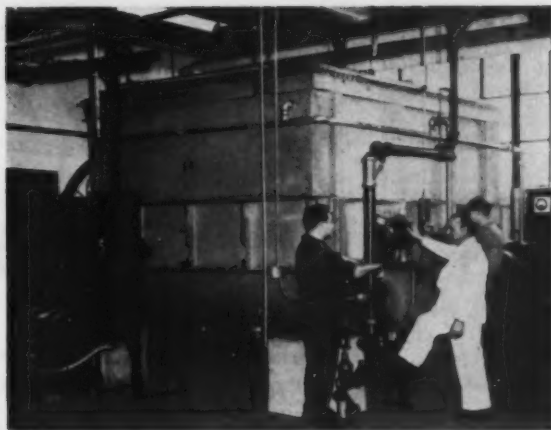
## Modern

## Plant

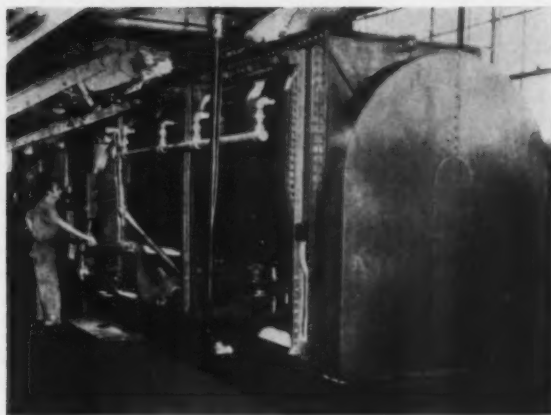
**T**HE Van Leer Chocolate Corporation, manufacturers of a complete line of quality chocolate products for the confectionery industry with coatings, chocolate liquors, chocolate chips and imported Holland-Dutch cocoa, celebrated its second anniversary recently in their new plant in Jersey City, New Jersey with an open house and tour of the entire plant.

Fundamental in the company's success is the experience and know-how of President Leo K. Van Leer, Vice President Wilson C. Rich, Production Manager Joseph Romano, and Chief Chemist J. M. Brehm. Mr. Van Leer has been in the chocolate business for more than 20 years in both Holland and the United States. Mr. Rich has been associated with the confectionery industry some 30 years.

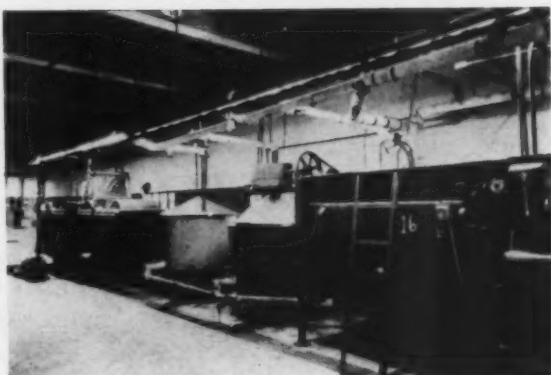
Major improvements in the last two years, with emphasis upon quality control, research and increased production, included a special mixer capable of handling a 25,000 pound truck-load of chocolate at one time, a new line of tanks, a Conch, and four new chocolate refiners, all of which have increased output to twice its previous level. In addition to this machinery, improvements have been made throughout the plant in air conditioning of new storage space and a continuing research program.



This special mixer, a recent addition to the Van Leer Chocolate plant, will handle a 25,000 pound truck-load of chocolate at one time. This operation is completely automatic.



The new large mixing tank which is one of many pieces of equipment responsible for the increased output of the company.



A line of tanks and a Conch with special provisions for quality control. This is all new equipment which has been added to increase efficiency and production.

# *You Asked For It---*

## *Now You Can Get It!*

Responding to many requests from candy men, THE MANUFACTURING CONFECTIONER is pleased to announce the coming publication, in book form, of the splendid series of articles on candy making by

ALFRED E. LEIGHTON

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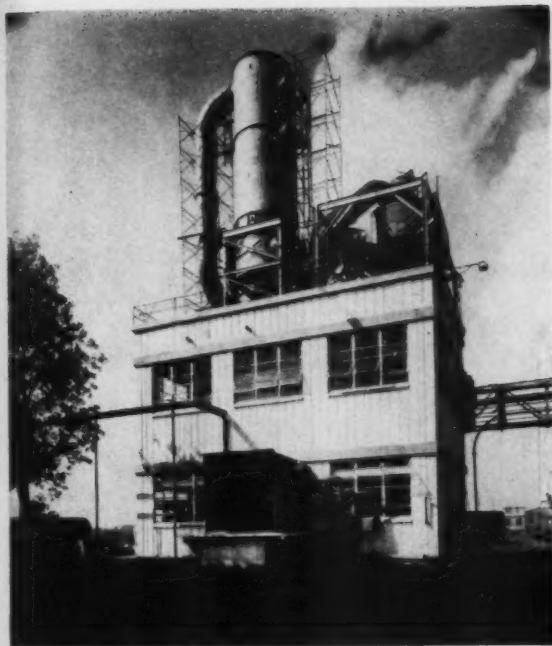
The Manufacturing Confectioner Publishing Co. \_\_\_\_\_ 1952  
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Shown above is new stainless steel flash drying unit in operation at American Products Company, pioneering a

# NEW PROCESS IN STARCH DRYING

**A**MERICAN Maize-Products Company took the wraps off of the first modern starch flash dryer in the United States last month at its Hammond, Indiana, plant. This new dryer, built almost entirely of stainless steel, marks the completion of the first step of a long-range modernization and expansion program begun in the fall of 1951, which will increase American Maize's starch drying capacity by more than 50 per cent.

Although the principle of flash drying is not new, its application to starch is a pioneer step in the development of faster, more efficient starch drying equipment. The primary difference between a flash dryer and a conventional dryer is that drying is accomplished almost instantaneously by suspending the material to be dried in a

stream of hot air, at the same time subjecting it to mechanical agitation so as to eliminate any tendency of the material to lump. By exposing large surface areas of starch to hot air, evaporation of moisture is intensified and necessity of diffusing moisture to the surface of the substance is eliminated.

The dryer was engineered to receive a concentrated starch slurry, dewatered by two horizontal basket-type centrifuges, to a moisture content of about 35 per cent. Air, drawn in from the atmosphere at the rate of 28,000 cubic feet per minute is heated by a bank of gas burners to 600 degrees Fahrenheit. Starch cake is then fed to a cage mill in which a large rotor disperses the wet starch into a continuous stream of hot air. Instantaneous drying occurs through evaporation of the moisture from the surface of the starch particles. The high velocity of the air carries the dried starch to a cyclone where it is separated from the air stream by centrifugal force. The moisture-laden air is diverted to a scrubber where all remaining starch particles are recovered before exhausting to the atmosphere. The dried starch passes by gravity flow to a classifier, where grits are removed, and reprocessed before the starch is conveyed to other departments for further processing or to the packing department for shipment as a finished product.

Considerable investigation was done, in an experimental plant prior to building the flash dryer, to determine the possibility of a starch explosion, which was uppermost in everyone's mind due to the fact that a direct fired system, using gas as a fuel, was used. It was learned that as long as the system is operated under normal conditions, there is little or no danger of an explosion. It was determined that the construction of such a unit should include explosion vents of ample area covered by easily ruptured diaphragms on all pieces of equipment which would be vulnerable to such a hazard. The equipment is also enclosed in a new type of building material known as Perlite. With the appearance of concrete, it is an insulating aggregate made of expanding volcanic glass. The six inch sections are estimated to have the insulating properties of a 15 inch brick wall. If an explosion should occur the walls will crumble like sand and the force will be harmlessly vented to the atmosphere without endangering the employees or causing damage to the equipment. All the equipment is interlocked, including automatic flame protection of the burner, so that if any unit closes down, all the preceding units, including the burner, will shut down immediately so that under no conditions can starch build up at any point in the system. It was also determined that the system can be controlled by allowing the temperature of the air exhausting from the system to control automatically the burner rate, thus preventing variations in moisture from upsetting the system, as well as setting up control of the moisture of the final product. It has been decided to put limit switches in the system which will shut down if the temperatures or pressure in the system should become too great.

The company's control and process chemists studied the product from the dryer from the standpoint of its quality in comparison with the starch from the other types of dryers in the plant. They found that the flash dried starch is as good or superior to the starch produced by the other processes.



# Pops and Hard Candy

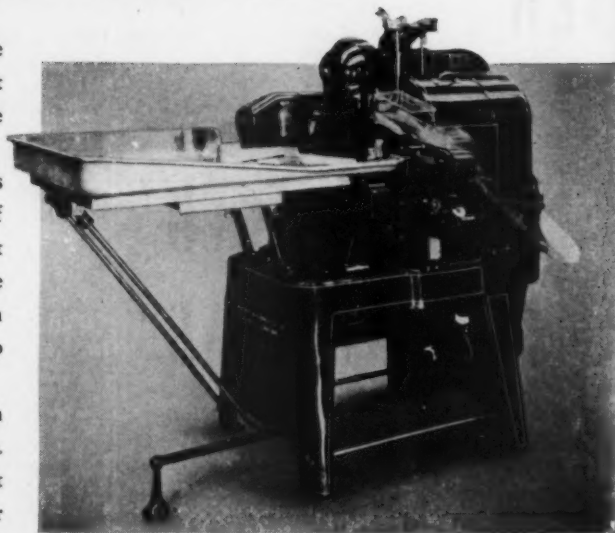
Wrap them attractively and at low cost  
on the Forgrove Model 22-B

The Forgrove 22-B produces a wrap that adds sparkle and attractiveness to hard candy—gives it stand-out selling punch. And you can use the same machine for wrapping pops!

The precision with which this fine machine cuts and applies the wrap results in utmost economy of material. It fashions an extremely tight fan-tail twist by means of electrically heated twisters. The machine is adaptable to cellophane or waxed paper, and on hard candy reinforced foil with a printed understrip may also be used.

Candy is conveniently fed into its feed disc, flush with the feed table. Speed, 120 to 160 pieces a minute.

The Model 22-B is easily adjusted for a different size in 5 to 10 minutes and will handle soft-center pieces as well as hard candy in ball shape, cylindrical, cube, etc. Accommodates pop 4" in overall length; maximum size of head, 2-1/8" long by 15/16" wide.



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This underground candy shop is an oasis set into the drab subway atmosphere, with air conditioning and cheerful lights giving the customer a lift from the oppressive surroundings.

## Light and Friendliness Sell Candy

**R**EASONS for the recent design and decoration changes in the Philadelphia store of Loft Candy Corporation located on Market Street make a beautiful before and after story. The whole remodelling project focuses attention on the factors which have proved so successful in Loft candy shops. Overall, the idea was to make the old store less rigid in every way and to create in the new a feeling of warmth and friendliness.

In working out details for the remodelling, Loft's planned to retain the good features of the old store. The upper half of the store front, covered in a blue porcelain enamel, was kept intact. The large vertical sign on the store front, which has become a landmark on Philadelphia's Market Street, was retained, also. However the sign formerly carried the Loft name in letters made up of hundreds of incandescent light bulbs, and in the remodelling those bulbs were replaced by metal channels and neon tubing.

Over the door, the name had been formed of wooden letters, those were replaced with a neon sign on a white carrara glass panel. Neon tubing was inserted in steel channels and, to assure proper color value, a capping of translucent blue plexiglas was placed over the channels. In that way a good color was assured in daytime as well as night. The word 'candy' below the Loft name is in script tubing with the channel of rose enameled metal.

It is Loft's policy in working out details for a design, to select modern materials, and wherever possible, to create with them an effect of dignity and quality. Loft's trend is more and more toward emphasizing quality and friendliness in the most attractive and dignified settings possible. Loft's feel that the setting should reflect the product being displayed and merchandised within it. Their trend is definitely toward elegance.

For design, Loft has adopted the policy of using one window rather than two. In the old arrangement for the Market Street store, there had been two display windows, with a door in the center, so the customer entered the

shop at the middle of a horseshoe arrangement of display cases. In the new design, the window extends across the front of the building with the door to one side, and cases are staggered to give a less rigid feeling.

There are two reasons for the change to one window. Loft's find the display is more adequate in one large window, and also that the larger area makes possible the setting up of more spectacular displays.



This remodeled candy store makes the most of neon lighting, stainless steel, plexiglass, mirrors, porcelain enamel, curved glass windows and other modern materials to create the desired effects of warmth and friendliness.

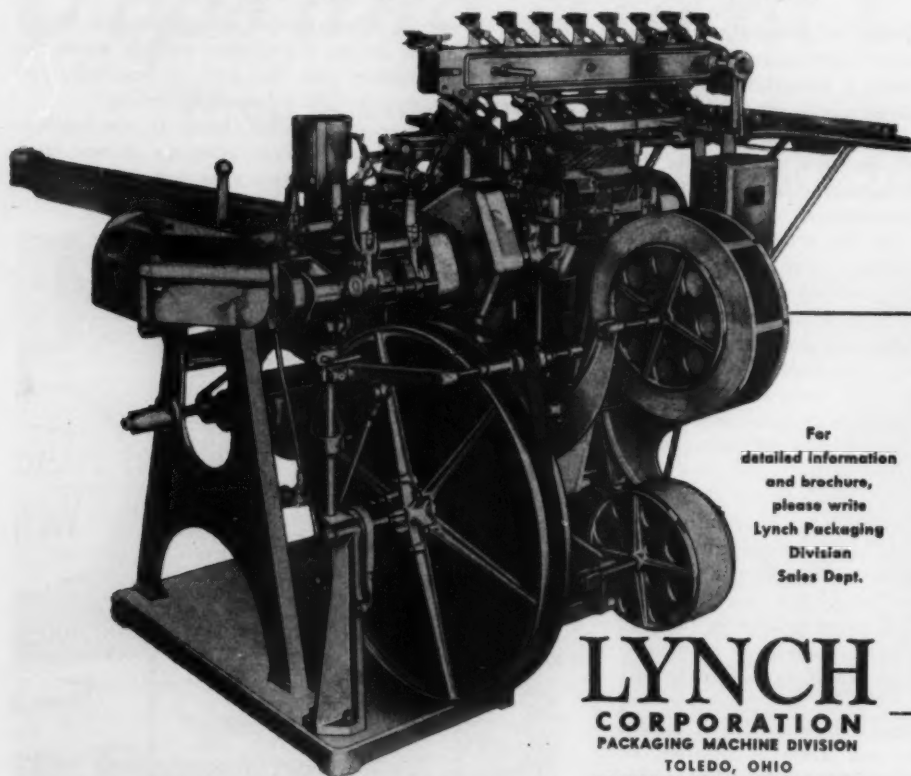
# LYNCH WRAP-O-MATIC

**MODEL RA (or PB) IS YOUR WRAPPING ANSWER!**

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Also many items in other fields.

Featuring : Boat or card or no card wrap.



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please write  
Lynch Packaging  
Division  
Sales Dept.

## LYNCH

**CORPORATION**

PACKAGING MACHINE DIVISION

TOLEDO, OHIO

BRANCHES: NEW YORK • CHICAGO  
SAN FRANCISCO • ATLANTA



PAR AIR  
COMPRESSORS



PAR  
REFRIGERATION  
COMPRESSORS



WRAP-O-MATIC  
CANDY & COOKIE  
WRAPPING  
MACHINES



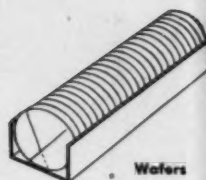
MORPAC  
PAPER PACKAGING  
MACHINES



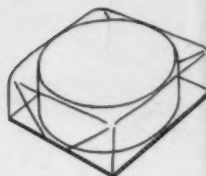
MORPAC  
BUTTER & OLEO  
PACKAGING  
MACHINES



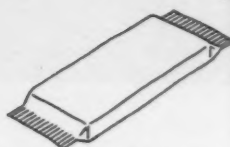
GLASS FORMING  
MACHINES



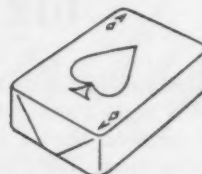
Wafers



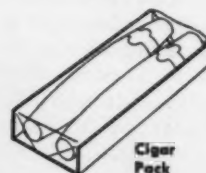
Cup or Mound



Crimped End Bar



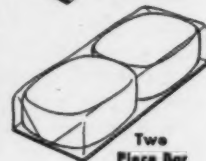
Playing Cards



Cigar  
Pack



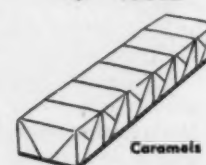
Cake  
Ornaments



Two  
Piece Bar



Die  
Fold Bar



Caramels

BEFORE  
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**BEFORE**—Plain floor, rectangular arrangement of showcases, and square walls lend a feeling of coldness and austerity. The fluorescent lighting, heightens the feeling of coolness.

Once more Loft is using concave curved glass in the window, which seems to bring the displayed merchandise closer to the customer outside. Incidentally, so successful have Loft's created that effect with the Philadelphia store, that one customer viewing the window on opening day was heard to remark: "What a shame to put all that nice candy out in the open!"

The one window is arranged on an angle, to avoid the use of sun strips and awnings as much as possible. It is recessed slightly from the street.

With the curved window there is less reflection on the pane, further helping to create that 'open window' effect. Also the window floor has been lowered considerably, another factor toward achieving a wide open feel.

Light and warm friendliness are the chief secrets in the success of the individual Loft shops. Where those principles have been incorporated in a store, it has immediately felt the difference through an up-surge in sales.

As to light, Loft's is returning to a greater use of incandescent lighting. They have found that color values are better with incandescent; also, they have more control over incandescent light.

For lighting the window display in the recently remodelled store, the lights have been placed outside the glass, in a recessed awning. That way the normal circulation of air and the barrier of the glass keep the heat from the lights out of the window and off the candy displayed in it.

Inside the shop, the heat from the lights is controlled through bulb size and distance of placement away from candy, as well as by the type of filter used.

The larger light fixtures in the Philadelphia store do not shine directly on the merchandise, but where spotlights are focused on candy displays, the distance is measured from the light to the candy and the size of the bulb kept low enough so that from the given distance the heat generated will be too low to melt the candy. On top of that, the store is air-conditioned, as are all of the Loft stores.

Loft's have found that air-conditioned stores are both more economical to operate and generally more advan-



**AFTER**—The rigidly square shape of the display cases is broken up with irregularly placed sectional cases. The horizontal lines in the flooring add to the feeling of space. The small spotlights on the ceiling highlight interesting displays.

tageous than the use of refrigerated cases. With air-conditioning, the candy is not only kept at proper temperature, but likewise, customer and personnel comfort are assured.

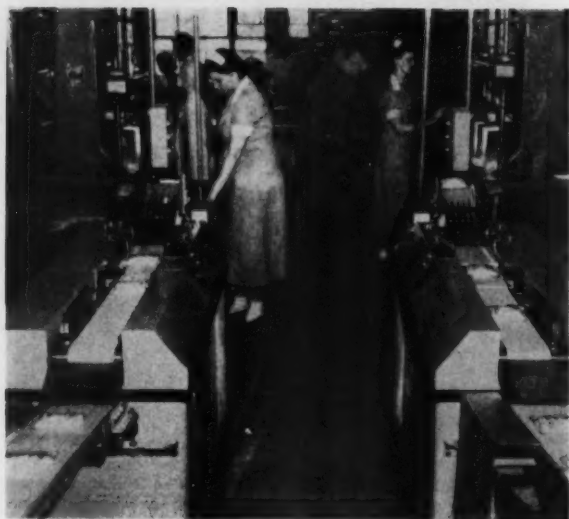
Walls for the store were changed from a flat grey paint to figured wall paper bearing the Loft insignia. The wall adjacent to the door is papered in grey, while those on the other two sides, which have been transformed into one large curving wall, are covered with paper having a yellow backfield. The ceiling is painted in a soft rose tone, and the floor covered with a linoleum in which is a horizontal stripe to add an illusion of greater width, increasing spaciousness. From the colder coloring of grey, white, and blue, the new treatment is much warmer in its yellow and rose with the grey and blue. The curved wall gives a softer effect, and is designed for pure decoration, as is the trellis above the backwall display case.

The trellis is also designed as a focal point. Just inside the doorway is an open display unit, which provides a secondary display point, visible to the passerby. That unit is open back and front so it serves a double display purpose, for the customer inside the shop as well as for the potential customers passing along the street. A mirror beside the door reflects the window display for the customer approaching the store from the direction opposite to the curved glass window. With the open front to the store, the entire shop takes on the aspect of a complete display unit.

A display box on the side wall is framed with two wedge shaped pieces of wood, one up each side, and a strip across the top, which gives the effect of a solid framing, but serves as a valance to screen two fluorescent light tubes located behind it. One tube of lighting shines above, the other below onto the goods within the display box.

Instead of generally diffused light as previously used, lighting in the new design is spotted for interest on certain focal points.

Bulk candies are housed on one side of the shop, and new cases were specially built for displaying that particular merchandise. Packaged candies are arranged in the



**EXACT WEIGHT**  
Selectrols (electronically operated) automatically checkweighing After-Dinner Mints in the Plant of Thos. D. Richardson Co., Philadelphia, Penna.

## Save a Business Life - Yours!

A critical need exists for higher productivity and better cost and quality control to offset steadily rising costs, sharp competition, and flimsy profit margins and the need is urgent. Better planning and equipment is the answer. High on the priority list of equipment are scales . . . the right kind in the right place, for good scales are the very heart of any processing and packaging operation from precision ingredient compounding to final checkweighing of the finished packaged goods. No operation today can stand a loss due to failure in ingredient compounding from laboratory procedure through large scale production. No operation can absorb packaging shrink from bulk to finished packages. You cannot package even a part of those already paper thin profits now. From raw materials to shipping docks alert engineers are pin pointing every spot where adequate weighing units will save money, increase productivity and speed up operation. Saving business lives today is a very active engineering job and no division of EXACT WEIGHT Scales is busier than our own engineering department. Why don't you avail yourself of this know how for your business.

Sales  
&  
Service  
from  
Coast  
to  
Coast

**EXACT WEIGHT SCALES**  
*Industrial Precision*  
**THE EXACT WEIGHT SCALE COMPANY**

912 W. Fifth Ave., Columbus 8, Ohio  
2920 Bloor St., W., Toronto 18, Canada

other cases, which have new footed bases, to give a feeling of lightness, or etherealness to the setting, rather than the heavy solidness of the former flat-based cases. Cases are arranged sectionally, to break up the rigidity of the formal horseshoe placing. Basically the arrangement is still that of a horseshoe, but with the cases set in zig zag pattern to create a friendlier feeling. There are three wrapping desks, one on each side and one at the back of the shop.

Since its re-opening, the store has received a great deal of attention from the people in Philadelphia.

Another shop of the Loft chain, which is creating considerable comment and attracting a lot of attention, is the subway unit opened recently in the Forty-second Street station of the Eighth Avenue Subway in New York City at the entrance to the new Port Authority bus terminal. This Loft shop is proving to be a regular oasis in the subway, and as in the case of the Philadelphia store the design has been geared toward the ultimate in light and friendliness. So successful is the result, that the shop has long since exceeded Loft's fondest expectations for it!

As with the Philadelphia store, this subway shop incorporates all the good, profitable features proved by Loft's previous experience. In the case of the subway shop, it is the result of everything learned from its fifteen predecessors.

First, it is the best lighted of all the Loft subway stores. Second, it has a great deal of dignity. Both of which features tend to make it a sharp contrast to its drab subway surroundings. Loft's further set that shop apart from its surroundings by repaving the floor, terrazo fashion, leaving the front of the shop open to the general traffic. In other words, the store is actually of the subway, since no walls block the customer from store or subway. Counters are built at the back of the space, and a roof or ceiling of egg-crate construction conceals a mattress of fluorescent lighting tubes, until the area exudes light.

Two mirrored columns support the ceiling, and customers are encouraged to use the space as a shortcut between terminal and subway. As with the Philadelphia store, Loft's are continuing their policy of using new materials where possible, and the name plates are done in plexiglas. With this subway shop, Loft's have used both incandescent and fluorescent lighting, with light concentrated in the display boxes back of the counters.

Surprising as it may seem, this shop, too, is air-conditioned, with unit ducts blowing cool air out from the back of the shop onto the candy counters and displays. In winter warm air can be blown from the back in similar fashion.

Thus the customer gets an extra surprise in stepping up to the counter to feel momentarily the breath of cool air, serving as an added refreshment on a hot day, along with the lift from the drab oppressiveness of the surroundings.

Over and over, Loft's are finding their policy of creating a happiness atmosphere, generated by a bright, attractive setting, enhanced by the spirit of friendliness, is proving very successful. Loft's are continuing to include these features in the new stores which are being added in constant succession to their rapidly growing chain.



# Distribution • Sales • Advertising |



• **Marlon Confections Corporation** is tying-in its top-rated Roller Derby television show, featuring a skating clown, with a hard-hitting dealer aids program in support of its Milk Chocolate Teens product.

The campaign is built around the clown, dubbed Teensy, who was an overnight TV success. His picture now highlights all posters and promotional material which has been supplied to dealers.

In another tie-in with the Roller Derby show, Marlon is distributing millions of student discount tickets for the event through its wholesalers and dealers. Also tied-in is a Saturday Morning Skate Session in which stars of the Derby teach youngsters how to skate. Admission to these sessions is by one wrapper from a Teens package. An accent on skating safety tips has brought the approval of the parents.

• **Peter Paul, Inc.** has entered into a national advertising campaign reported to be "the most aggressive ever scheduled for candy products."

The young candy consumers of the nation will be hit through a series of full color insertions to be placed in 87 Sunday comic sections with a total circulation of more than 30 million a month. These ads, supplemented by local run-of-paper space reaching more than five and one-half million homes monthly, reflect an increased emphasis on newspapers this year.

Local and regional radio news programs have been scheduled for key markets from coast to coast, and other types of local programs will be used in a number of larger cities.

Billboards will be used for the first time. Locations with a minimum showing of 50 per cent have been contracted for in top outdoor markets throughout the country. In addition, a full color schedule has been placed with national magazines having a combined readership in excess of 50,400,000.

Field personnel and dealers have been notified of details concerning the entire program by means of a two-color brochure cataloging available point-of-sale materials and in-market advertising plans. Merchandising aids include full-color window streamers, shelf-talkers, and an unusual display stand featuring a South Sea Island motif.

• **The Bureau of the Census** estimates the dollar value of confectionery manufacturers' sales in December at \$97,030,000, two percent above December of the preceding year. The figures also indicate that manufacturers' sales of confectionery and competitive chocolate products during the year 1951 reached nearly one billion dollars, an increase of four percent over the 1950 level.

• **Heller Candy Company** has recently placed three new items on the market. Barle-cuts are solid clear pure sugar hard candy, Molasses coconut has a molasses flavored jacket with a soft coconut center. The coffee cream caramels are half dark coffee flavored caramel and half light cream colored and flavored caramel. Each of the pieces are individually cellophane wrapped and are available in bulk only.

• **The Sweets Co. of America** has started a new candy show over the ABC TV network. The program, called Tootsie Hippodrome, started February 3rd and appears every Sunday noon (EST). The show features announcer John Reed King as ringmaster of a series of circus acts and includes a quiz contest with prizes issued every performance.

• **Spangler Candy Company** is using their successful all-metal children's lunch pail as a merchandising unit for the sale of three 1c jelly numbers. Featuring Orange Slices, Spearmint Leaf and Assorted Jells, the pails come packed at 135 count priced at 85c per unit.

• **Advergum** is being advanced as an inexpensive advertising medium by a Chicago firm. The product is a standard package or stick of chewing gum, peppermint, spearmint, or chlorophyll flavored, with a personal advertising message printed on the wrapper. The firm cites its value in building goodwill through use as a giveaway for conventions, one-stick mail-out with monthly statements, and periodical gift mailings.

• **The U. S. Quartermaster Purchasing department** has issued a request for bids on two ounce starch jelly bars, Type IV, Style 1, Class 1, without fruit. The proposal calls for 527,625 bars to be shipped f.o.b. Bloomfield, New Jersey, and the same amount f.o.b. Richmond, California. Awards will be announced in March on the bids opened February 25th.

The Curtiss Candy Company, York Caramel division, was awarded the contract for 5,040,000 chewy caramel bars listed in the December request for bids.

• **Look magazine** for February 12th contains the results of a cross-country poll of teenager snack habits. The survey shows that 90 percent of the boys and girls who responded had snacks after school, and 89.6 percent also had evening snacks. Candy ranks high on the list of snack items eaten by teenagers, according to the survey. Far from deploring such "between-meal" habits, Look claims that the youngsters should eat almost constantly to meet minimum food requirements.

# National Advertising

The following National Advertising listings have been compiled and arranged as an informative service to the confectionery industry.

Information on magazine advertising expenditures is printed by The MANUFACTURING CONFECTIONER with the special permission of Publishers Information Bureau.

The radio advertising table is compiled and arranged by the staff of The MANUFACTURING CONFECTIONER from network and private sources.

These listings have been a regular feature of The MANUFACTURING CONFECTIONER publications since May, 1951.

## Magazines

DECEMBER

Advertiser	Magazines	December Expenditure	Total 1951	Total 1950
<b>Fred W. Amend Co.</b>				
	Last advertised in January, 1951 .....	\$	\$ 1,195	\$ 5,564
<b>Barracini Candy Co.</b>				
	Last advertised in April, 1951 .....		3,170	8,152
<b>Beech-Nut Packing Co.</b> (Beech-Nut Gum)				
	Everywoman's Magazine—2,300; Family Circle Magazine—5,665; Woman's Day—6,320 .....	<b>Total</b>	14,285	57,520
<b>Blumenthal Bros.</b>				
	Last advertised in May, 1951 .....		2,605	6,030
<b>Blum's Confectionery</b>				
	New Yorker Magazine .....	410	3,406	
<b>E. J. Brach &amp; Sons</b>				
	See February, 1952, issue .....		124,897	53,020
<b>Brown &amp; Haley Candy Co.</b> (Almond Roca)				
	Saturday Evening Post .....	3,090	21,750	27,567
<b>Candy Pack, Inc.</b> (Swedish Mints)				
	See November, 1951, issue .....		192	120
<b>The Cracker Jack Co.</b> (Campfire & Angelus Marshmallows)				
	See February, 1952, issue .....		60,234	54,047
<b>Cresca Co., Inc.</b> (Lindt Candy)				
	Cue—165; New Yorker—394; Town & Country—125; Vogue—375; New York Times Magazine—193; This Week Magazine—124 .....	<b>Total</b>	1,376	7,575
<b>Cresca Co., Inc.</b> (Pascall Candy)				
	New Yorker—167; New York Times Magazine—608 .....	<b>Total</b>	775	3,981
<b>Crosse &amp; Blackwell Co.</b> (Kieller's Candy)				
	Gourmet—192; New Yorker—788; Sunset Magazine—350 .....	<b>Total</b>	1,330	8,417
<b>Curtiss Candy Co.</b> (Baby Ruth bar)				
	Better Living .....	5,475	113,208	29,702
<b>DeMet's, Inc.</b> (Turtles)				
	Holiday—1,100; New Yorker—2,225; Saturday Evening Post—7,675 .....	<b>Total</b>	11,000	25,980
<b>Flavour Candy Co.</b>				
	See January, 1952, issue .....		455	3,645
<b>Frank H. Flee Corp.</b> (Flee's Bubble Gum)				
	Collier's—3,225; Life—7,455; Look—2,720; Saturday Evening Post—4,635 .....	<b>Total</b>	18,035	72,720
<b>John O. Gilbert Chocolate Co.</b>				
	Gourmet .....	660	4,840	3,300
<b>H. Hamstra &amp; Co.</b> (Droste Chocolates)				
	Gourmet—192; New Yorker—870 .....	<b>Total</b>	1,062	2,411
<b>Henry Heide, Inc.</b>				
	Life .....	2,485	57,300	57,985
<b>The Kroger Co.</b>				
	See January, 1952, issue .....		2,460	
<b>Liberty Orchards Co.</b> (Aplets, Cotlets)				
	See February, 1952, issue .....		499	
<b>Life Saver Corp.</b>				
	Life—26,900; Saturday Evening Post—17,100 .....	<b>Total</b>	44,000	465,565
<b>Mars, Inc.</b>				
	See January, 1952, issue .....		178,330	144,154
<b>National Dairy Products Corp.</b> (Kraft Caramels)				
	Last advertised in June, 1951 .....		61,300	70,375
<b>New England Confectionery Co.</b> (Necco Candies)				
	Colliers—12,150; Look—13,900 .....	<b>Total</b>	26,050	155,980
<b>Pangburn Co.</b>				
	Esquire—615; Holiday—555; Look—1,360 .....	<b>Total</b>	2,530	6,420
<b>Peter Paul, Inc.</b> (Mounds & Almond Joy bars)				
	Better Living—4,752; Everywoman's Magazine—4,320; Family Circle Magazine—8,640; Woman's Day—9,330 .....	<b>Total</b>	27,042	272,217
<b>Planters Nut &amp; Chocolate Co.</b>				
	Scholastic Magazines—1,480; Ladies Home Journal—9,825 .....	<b>Total</b>	11,305	170,398
<b>Thomas D. Richardson Co.</b>				
	See February, 1952, issue .....		67,130	102,005
<b>Rockwood &amp; Co.</b> (Rockwood Wafers)				
	Life—4,910; Look—2,650; Saturday Evening Post—3,060; This Week Magazine—4,820 .....	<b>Total</b>	15,440	119,685
				144,606

<b>Safeway Stores, Inc. (Roxbury Candy)</b>			
Family Circle Magazine .....	6,500	11,700	
<b>Frank G. Shattuck Co. (Schraff's Chocolates)</b>			
Saturday Evening Post .....	19,250	77,330	
<b>Sophie Mae Candy Corp.</b>			
Everywoman's Magazine—563; Family Circle Magazine—1,058; Gourmet—135; Saturday Evening Post—1,000; Woman's Day—1,200 .....	<b>Total</b>	3,956	23,729 2,421
<b>Russell Stover Candies</b>			
Saturday Evening Post .....	9,625	9,625	
<b>Sweet Candy Co.</b>			
Last advertised in March, 1951 .....		700	1,400
<b>Sweets Co. of America, Inc. (Tootsie Rolls)</b>			
See January, 1952, issue .....		43,659	57,960
<b>Switzer's Licorice Co.</b>			
Everywoman's Magazine .....	790	47,150	38,355
<b>Vernell's Fine Candies, Inc.</b>			
See February, 1952, issue .....		2,485	
<b>James O. Welch Co. (Coconut bar &amp; Mint Patties)</b>			
Better Living—3,450; Life—1,364 .....	<b>Total</b>	4,814	164,934 104,670
<b>Stephen F. Whitman &amp; Sons, Inc.</b>			
Cosmopolitan—7,600; Life—34,900; Saturday Evening Post—17,100 .....	<b>Total</b>	59,600	398,230 408,005
<b>Wilbur-Suchard Chocolate Co., Inc.</b>			
This Week Magazine .....	5,790	44,400	
<b>R. C. Williams &amp; Co., Inc. (Tobler Candy)</b>			
Gourmet—192; New Yorker—1,576; Sunset Magazine—350; Town & Country—125 .....	<b>Total</b>	2,245	5,753
<b>William Wrigley, Jr., Co.</b>			
Better Living—3,860; Everywoman's Magazine—3,450; Family Circle Magazine—7,133; Parent's Magazine—3,615; Today's Woman—2,015; Woman's Day—7,383 .....	<b>Total</b>	27,456	295,020 198,361
<b>Zion Industries, Inc.</b>			
Last advertised in March, 1951 .....			105
<b>Total Magazine Advertising Expenditure</b>	326,376	3,251,695	2,442,477

## Radio and Television

JANUARY

Sponsor	Network	No. of Stations	Time
<b>Fred W. Amend Co.</b> .....	ABC-TV	5	4 30-min. shows
<b>American Chicle Co. (Beeman's, Chiclets, Dentyne gum)</b>	ABC	225	10 ½-hour shows
	ABC	178	10 5-min. spots
	Mutual	529	4 5-min. shows
<b>D. L. Clark Co.</b> .....	DuMont-TV	WABD (local)	1 min. spots
<b>Gold Medal Candy Co.</b> .....	NBC-TV	WNBT (local)	4 ¼-hour shows
<b>Hollywood Candy Co.</b> .....	ABC-TV	28	4 ½-hour shows
<b>Johnson Candy Co.</b> .....	DuMont-TV	31	4 ½-hour shows
<b>Kraft Candy Co.</b> .....	Mutual	532	18 ¼-hour shows*
<b>Mars, Inc.</b> .....	CBS	153	5 ½-hour shows
	NBC-TV	42	9 ¼-hour shows*
<b>M &amp; M, Ltd.</b> .....	ABC-TV	45	2 ½-hour shows
	CBS-TV	61	4 ½-hour shows
<b>Peter Paul, Inc.</b> .....	CBS	14 (Pacific)	13 10-min. newscasts
	NBC-TV	39	5 ¼-hour shows
<b>Williamson Candy Co.</b> .....	Mutual	515	4 ½-hour shows
<b>William Wrigley, Jr., Co.</b> .....	CBS-TV	9	4 ½-hour shows
	CBS	178	9 ½-hour shows

\*Program is co-sponsored

### CRUSHED ORANGE CENTERS

#### Ready To Dip

Absolutely pure orange, not a jelly. Made only as a Master Candy Maker can make them. Save muss 'n' fuss. Save time and labor. Just dip in chocolate, or Bon-Bon cream. Most delicious, not bitter.

Exclusive process      Sole manufacturer

**CHARLES C. WALKER**  
Mt. Dora, Florida

*Sales-building!*

## Candy LABELS

by **TOMPKINS'**

• High Quality  
• Low Price  
• Quick Service

Candy Labels of ALL KINDS

**MAIL COUPON** for complete information

Please send samples of your "Sales-building" Candy Labels with prices and helpful suggestions.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**TOMPKINS' LABEL SERVICE**  
Dept. K, Frankford Ave. at Allegheny Ave.  
Philadelphia 34, Pa.

# Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## 1 lb. Assorted Chocolates to \$1.00

**Code 3A52**  
**Assorted Chocolates**  
**1 lb.—\$1.00**

(Purchased in a company store)

**Appearance of package:** Good.  
**Box:** One layer type, red paper top embossed in gold. Cellulose wrapper.

**Appearance of box on opening:** Good.  
**Number of pieces:**  
Dark coated: 35.  
Light coated: 18.  
Foiled: 2.  
Jordan almonds: 2.

**Coatings:**  
Color: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good.

**Dark coated centers:**  
Nut nougat: Good.  
Honeycomb chip: Good.  
Chocolate Cream: Good.  
Dark nut cream: Could not identify flavor.  
Vanilla cream: Good.  
Orange cream: Good.  
Peppermint cream: Good.  
Chocolate caramel: Good.  
Glaze pineapple: Good.  
Jelly: Could not identify flavor.  
Vanilla caramel: Good.  
Raspberry cream: Very weak flavor.  
Almonds: Good.  
Cashews: Good.

**Lighted coated centers:**  
Molasses cocoanut: Good.  
Nut cluster: Good.  
Nut nougat: Good.  
Hard candy blossom: Good.  
Fruit paste: Good.  
Vanilla cocoanut paste: Good.  
Raisin cluster: Good.  
Nut cluster: Good.  
Hard candy peanut butter sticks: Good.  
Metal cup solid chocolate: Good.

**Jordan almonds:** Good.  
**Assortment:** Good.  
**Remarks:** The best box of \$1.00 chocolates we have examined this year.

**Code 3B52**  
**Assorted Chocolates**  
**1 lb.—69c**

(Purchased in a chain cigar store, N.Y.C.)

**Appearance of package:** Good.  
**Box:** Two layer type, full telescope.

White glazed paper embossed in gold. Cellulose wrapper.

**Appearance of box on opening:** Good.

**Number of pieces:**  
Dark coated: 34.  
Light coated: 2.  
Foiled: 3.  
Jordan almond: 1.

**Coatings:**  
Color: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good for this priced candy.

## Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

**JANUARY**—Holiday Packages; Hard Candies  
**FEBRUARY**—Chewy Candies; Caramels; Brittles  
**MARCH**—One-Pound Boxes Assorted Chocolates up to \$1.00.  
**APRIL**—\$1.00 and up Chocolates; Solid Chocolate Bars  
**MAY**—Easter Candies and Packages; Moulded Goods  
**JUNE**—Marshmallows; Fudge  
**JULY**—Gums; Jellies; Undipped Bars  
**AUGUST**—Summer Candies and Packages  
**SEPTEMBER**—Bar Goods; 5c Numbers  
**OCTOBER**—Salted Nuts; 10c-15c-25c Packages  
**NOVEMBER**—Cordial Cherries; Panned Goods; 1c Pieces  
**DECEMBER**—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages



**Dark coated centers:**

Pink cream: Could not identify flavor.  
Brazil: Good.  
Vanilla fudge: Good.  
Chocolate cream: Good.  
Mint cream: Good.  
Vanilla cream: Good.  
Lemon cream: Good.  
Orange cream: Good.  
Vanilla caramel: Good.  
Chewey taffy: Good.  
Pink jelly: Could not identify flavor.  
Nougat: Good.

**Light coated pieces:**

Raisin clusters: Good.  
Nut taffy: Good.

Jordan Almond: Good.

Assortment: Good.

Remarks: The best box of chocolates we have examined this year at this price. Suggest that the manufacturer check his costs as we do not think he can realize a living profit at the retail price of 69c the pound.

**Code 3C52**

**Assorted Milk Chocolates  
1 lb.—80c**

(Purchased in a department store,  
Chicago, Ill.)

Appearance of package: Good.

Box: Two layer type, full telescope.  
White paper top printed in red, gold and brown. Cellulose wrapper.

Appearance of box on opening: Fair.

Number of pieces: 30, 2 foiled.

Coating: Light.

Color: Good.

Gloss: Poor.

Strings: Fair.

Taste: Poor.

**Centers:**

Chocolate fudge: Fair, had a scrap taste.

Lemon cream: Cream tough and very cheap flavor.

Cocoanut cream: Fair.

White cream: Could not taste any flavor.

Red jelly: Tough and tasteless.

Maple cream: Fair.

Chocolate taffy: Too hard to eat.  
Rank flavor.

Nougat: Poor.

Assortment: Too small.

Remarks: This box of chocolates is about the poorest we have examined in some time. Assorted milk chocolates is a misleading title as the coating was of the cheapest kind and did not have a milk taste.

**Code 3D52**

**Assorted Milk Chocolates  
1 lb.—79c**

(Purchased in a department store,  
Chicago, Ill.)

Appearance of package: Good.

Box: Two layer type, white paper top printed in brown, green and blue. Full telescope. Imprint of tree and house in colors. Cellulose wrapper.

Appearance of box on opening: Good.

**Number of pieces: 36.**

Dark chocolate: 2.

Jordan almond: 1.

Foiled: 3.

Coatings: Dark and light.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Fair.

Dark coated centers:

Raisin clusters: Good.

Light coated centers:

Chocolate fudge: Good.

Lemon cream: Fair.

White cream: Could not identify flavor.

Orange colored cream: Could not taste any flavor.

Dark cream: Tough and lacked flavor.

Brazil nut: Good.

Pink jelly: Could not identify flavor.

Taffy: Very hard and tasteless.

Nougat: Fair.

Nut Taffy: Good.

Jordan almond: Good.

Assortment: Fair.

Remarks: Suggest flavors and workmanship be checked. Quality of this candy is not up to the standard of this priced chocolates.

**Code 3E52**

**Assorted Hand Dipped Chocolates  
1 lb.—89c**

(Purchased in a department store,  
Chicago, Ill.)

Appearance of package: Good.

Box: One layer type, white glazed paper top embossed in gold. Imprint of house in left corner. Cellulose wrapper.

Appearance of box on opening: Good.

Number of pieces:

Dark coated: 8.

Light coated: 16.

Bon bons: 4.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced candy.

Dark coated centers:

Lemon cream: Good.

Raspberry cream: Good.

Vanilla cream: Good.

Molasses cocoanut: Good.

Cream: Could not identify flavor.

Light coated centers:

Dark cream: Could not identify flavor.

Ting ling: Good.

Caramel & cream: Good.

Orange cream: Good.

Nougat: Poor.

Vanilla caramel: Good.

Chocolate cream: Good.

Molasses cocoanut: Good.

Assorted bon bons: Good.

Assortment: Too small.

Remarks: Suggest some hard candy pieces be added to improve the assortment. Some of the flavors are not up to standard. Workmanship is good and quality is better than others we have examined at the price of 89c the pound.

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**AND MORE**

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WRAPPING AND  
LINING BOXES  
CHOCOLATE LAYER  
BOARD**

**PRIVATE DESIGNS  
MADE TO ORDER**

*Sample books on request*

**Code 3F52**  
**Assorted Chocolates**  
**1 lb.—\$1.02**

(Purchased in a department store,  
 Chicago, Ill.)

**Appearance of package:** Fair.

**Box:** One layer type, white top printed  
 in red. Left upper corner white, name  
 in red.

**Appearance of box on opening:** Fair.

**Number of pieces:**

Dark coated: 15.

Light coated: 15.

**Coatings:**

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

**Dark coated centers:**

Raspberry cream: Poor flavor.

Vanilla caramel: Good.

Cream: Could not identify flavor.

Nougat: Good.

Vanilla cream: Good.

Honeycomb chip: Good.

**Light coated centers:**

Pink cream: Could not identify  
 flavor.

White cream: Lacked flavor.

Mint cream: Poor flavor.

Lemon cream: Poor flavor.

**Assortment:** Too small.

**Remarks:** Suggest flavors be checked  
 up as they were poor in many can-  
 dies. At the price of \$1.00 the pound,  
 a better grade of flavors could be  
 used. Box is too large for this size

chocolate. Suggest a divider be used.  
 Some of the creams were tough and  
 not good eating.

**Code 3G52**  
**Assorted Chocolates & Bon Bons**  
**1 lb.—\$1.00**

(Purchased in a department store,  
 Chicago, Ill.)

**Appearance of package:** Good.

**Box:** One layer type, pink paper top  
 printed in brown. Imprint of park  
 scene with men and women in colors.  
 Cellulose wrapper.

**Appearance of box on opening:** Good.

**Number of pieces:**

Dark coated: 11.

Light coated: 13.

Bon Bons: 2.

Foiled piece: 1.

**Coatings:**

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced candy.

**Dark coated centers:**

Cocoanut cream: Good.

Date paste: Good.

Jelly & marshmallow: Good.

Caramallow: Good.

Vanilla cream: Good.

Raspberry cream: Good.

**Light coated centers:**

Orange cream: Good.

Nougat: Good.

Ting ling: Good.

Chocolate cream: Good.

**Cream Brazil:** Good.  
**Maple cream:** Good.  
**Almond cluster:** Good.  
**Vanilla caramel:** Good.  
**Cocoanut caramel:** Good.  
**Bon bons:** Good.  
**Cordial cherry foiled:** Good.

**Assortment:** Small.

**Remarks:** Assortment contained too  
 many creams. Suggest some hard  
 candy pieces be added to improve  
 the assortment. Quality of candy is  
 good, also workmanship.

**Code 3H52**  
**Assorted Chocolates**  
**½ lb.—55c**

(Purchased in a drug store,  
 Boston, Mass.)

**Appearance of package:** Good.

**Box:** One layer type. Bottom of box  
 has an overall cellulose wrapper. Bot-  
 tom of box is inside the cover. White  
 glazed paper top embossed in purple,  
 pink and green. Imprint of candy  
 store windows in colors.

**Number of pieces:**

Milk chocolate coated: 5.

Dark coated: 13.

Jordan almonds: 2.

Caramels: 2 wrapped in wax paper.

Undipped nougats: 2 wrapped in wax  
 paper.

**Coatings:**

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced candy.



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**BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE**

**Dark coated centers:**

Nougat: Good.  
Butterscotch: Good.  
Vanilla caramel: Good.  
Hard candy stick: Good.  
Hard candy blossom: Good.  
Nut glaze: Good.

**Milk chocolate coated centers:**

Plantation: Good.  
Nut chip: Good.  
Peanut cluster: Good.  
Hard candy stick: Good.  
Wrapped caramel: Good.  
Wrapped nougat: Good.  
Jordan almond: Good.  
Assortment: Good.

**Remarks:** The best box of assorted chocolates at this price that we have examined this year.

**Code 3152**

**Assorted Chocolates**  
**1 lb.—98c**

(Purchased in a candy store, New York City)

**Appearance of package:** Good.

**Box:** One layer type, white paper top printed in blue, pink and gold. White paper wrapper, overall imprint of "L" in silver.

**Appearance of box on opening:** Good.

**Number of pieces:**

Dark coated: 25.  
Light coated: 12.

**Coatings:**

Color: Good.

Gloss: Good.  
Strings: Good.  
Taste: Good.

**Dark coated centers:**

Cocoanut cream: Good.  
Lemon cream: Good.  
Nut cream: Good.  
Orange cream: Good.  
Pink cream: Could not identify flavor.  
Chocolate cream: Good.  
Raspberry cream: Good.

**Light coated centers:**

Dark nut cream: Could not identify flavor.  
Raspberry cream: Good.  
Chocolate cream: Good.

**Assortment:** Contained too many creams.

**Remarks:** Some suggest some hard and chewy centers be added to improve the assortment. For quality of coatings and centers, this is the best box we have examined this year.

**Code 3152**

**Assorted Chocolates**  
**1 lb.—98c**

(Purchased in a NYC restaurant, New York)

**Appearance of package:** Good.

**Box:** One layer type, white paper top. Sides and center panel printed in cerise. Imprint of tall buildings in gold. Name in white in cerise panel. White paper wrapper, overall im-

print in silver tied with a pink grass ribbon.

**Appearance of box on opening:** Poor. (See remarks.)

**Number of pieces:** 53. 2 Foiled pieces.

**Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Strings:** Fair.

**Taste:** Good for this priced candy.

**Centers:**

Fruit Nougat: Good.  
Orange cream: Good.  
Vanilla cream: Good.  
Maple nut: Fair.  
Glaze pineapple: Good.  
Lemon cream: Poor flavor.  
Chocolate cream: Good.  
Jelly: Could not identify flavor.  
Cream: Could not identify flavor.  
Cashews: Good.  
Almonds: Good.  
Brazil: Good.  
Peppermint cream: Good.  
Nut chip: Good.  
Milk chocolate coated nut taffy: Good.

**Vanilla nut caramel:** Good.

**Assortment:** Small.

**Remarks:** Box contained too many creams. Suggest more hard and chewy centers be added. Some of the flavors are not up to standard. Box is too large for one pound. Suggest a different divider be used to keep the pieces in place.



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Asa Newth, in speaking before the Chicago chapter of the A.A.C.T., discussed his techniques for

## Handling Chocolate Coatings

*the following is a condensation of his remarks given at the January meeting*

**T**WO fundamentals which I constantly keep in mind in connection with coatings are: (1) We are dealing with natural laws of crystallization in tempering coatings, and (2) These laws are fixed and work alike from day to day.

With the controls set up by manufacturers of coatings in both plants and laboratory, we should first examine the method of handling by the user before attempting to lay the blame for any variables at the coating manufacturer.

Let us start the dipping procedure using the older method first. It was customary to break up the 10 lb. cakes in some type of melter and melt at no particular

temperature. When these were melted, cold water of no particular temperature, (far colder in the winter than in the summer), was turned on and permitted to flow freely. Sometimes, to aid in quick cooling, more 10 lb. cakes were broken up and thrown into the melter. This melted coating was reduced in temperature to 84 to 85 F. and then raised to dipping temperature and was ready for use.

Nothing would have been wrong with the above technique if:

- (1) The 10 lb. cakes were properly tempered, or if not, they had been melted to 120 F.
- (2) The cooling water was no colder than 65 F. so that crusting on the inside of the kettle did not occur.
- (3) The quantity of coating prepared could be used in a reasonable time.

If the 10 lb. cakes had been out of temper and the temperature of the mass had been raised to say 110 F., the unstable crystals in the 10 lb. cake would have only softened. Then when the coating had been reduced to dipping temperature, 90 to 92 F., these nuclei would have become active and like crystals would continue to form. Reducing the temperature further would accelerate this growth and more fractions of the butter would crystallize. This would result in an overseeded coating. Finished goods would lack gloss and have poor shelf life.

Water colder than 65 F. when allowed to run freely into the jacket of the tempering kettle results in a crust formation on the walls. This forms the same unstable crystals mentioned above. With agitation these may be scraped off the sides and cause the same condition as if introduced through a poorly tempered 10 lb. cake.

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It is not how we introduce a seed but what kind we introduce that makes for proper temper.

And most important of all, how much of this coating was prepared? All had been seeded. All will continue to advance in crystallization. Advancing crystallization tends to thicken the coating, it must be used quickly.

In all three instances cited above, we would have a thickened coating, which would not reflect the viscosity given by the coating manufacturer. Yet the chocolate could be handled in such a manner as to be stable in viscosity and have both gloss and shelf life.

Firm rules that govern the proper handling of chocolate coating to insure proper results are:

- (1) Chocolate coating must be cooled slowly.
- (2) Temper only enough coating to let you get started and be ready to apply it to centers as soon as it is tempered.
- (3) Supply centers fast enough to either hand dippers or enrobers to insure a continuity of operation.

Shut downs can throw coatings into poor temper. Let us think of coating temper as having a range of 50 stages. If we are in the first five stages, we are in Good Temper. Each stage below would be progressively worse until we reached a mush or Poor Temper.

Consider that we have started in Good Temper (one of the first five stages) and we are Drip Feeding untempered coating and also putting plenty of centers through the enrober, which means we are using our tempered coating quickly and maintaining a constant level in the enrober. As long as this practice is kept up without a break, the coating would never change its viscosity.

We should familiarize ourselves with the fluidity or

viscosity of our coating. How easily it flows through the wire belt! Look to see how far it spreads in the strainer in the flow pan. Use these points as landmarks for future observations as to the fluidity of this same coating. Then note the changes as they occur, first, in the morning relief period.

The line continues running so that the bottomer will not freeze. The drip feed is shut to maintain the level in the enrober. At the end of fifteen minutes, the coating shows signs of folding on the wire belt. The spread in the strainer has widened and probably fills it completely.

During the noon shut down, the above conditions become greatly exaggerated. The coating lays on the wire belt. The strainer and flow pan are filled to overflowing. Were this long continued, a mushy coating would result, so thick it would not flow. There would be a temperature rise so high that it would be above Temper range. This would be caused by the heat of crystallization.

If we could be sure that the coating during the rest period had not gone beyond the first five stages, we could start dipping at once. It is likely that it has gone beyond this point so we start our drip feed a little faster than normal and try to regain our fluidity. This being accomplished, the drip feed is shut and dipping is continued until the normal level of coating is reached. Then the drip feed is started and continued.

During the noon shut down, the coating has increased in viscosity to the point where it should not be used in coating centers. All but a few pounds of the coating should be drawn off. Start to drip feed and when the level is sufficient, start dipping again. You will find the fluidity has been restored to this coating. The coating taken from

## BRAMIGK 1950 TM

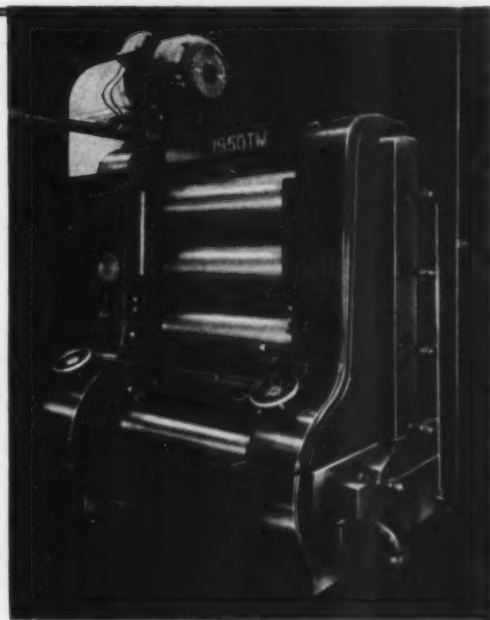
### 5 ROLL CHOCOLATE REFINER

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the enrober should be reheated to 120 F. before being used again for dipping.

Let me clear up one point. We have said that we used five pounds of seed per 100 lbs. of coating when seeding the starting batch. We use five pounds to get a quick start; this when well mixed allows us to start our production without the necessity of running a test sample through the tunnel.

We could use five ounces if we gave a little more time plus agitation, we could also put this coating in Temper. However, we would never be quite certain we were in proper temper until we ran a test through the tunnel which takes valuable time.

So we must depend upon our technique to tell us when we have acquired the necessary amount of crystallization in our coatings for a safe start. We have been asked many times for a reason for Drip Feeding and if it has advantages over the Bulk Feed method.

If we were to take 50 lbs. of coating and temper it by any method and give this to 10 hand dippers to apply immediately to proper tempered centers, we should have a fine gloss, fine temper, and long shelf life in these finished goods. The fine results depend not so much upon the starting temper of the coating as the quick application.

Had we tempered 2,000 lbs. of coating and let these same 10 dippers work with it until it was all used, we would have had a conglomeration of temper stages in that coating that no one could describe. This would be due to the ever growing starting crystal, which with time would increase to the point, beyond which, it is impossible to get good results.

We do not have the time nor patience to temper 50 lb. batches, therefore, we must devise a means to temper and

use quickly, small amounts of coating. This is best accomplished by having a basic seed bed of tempered into which an untempered coating can be added with the assurance that the seeded coating will temper the added material.

With care, we could add small bulk amounts of untempered coating. Danger exists in that the temperature of the seed bed might be raised high enough to kill the seed in the tempered coating. Stoppage of production would become very necessary when adding a bulk amount which if improperly mixed would give the goods a streaky appearance.

Therefore, the Drip Feed method is the better way of adding coating to a seed bed. It can be fed into the seed bed as fast as it is being used, without the disadvantages or peril of the bulk method. The method is quite flexible; the size of the seed can be increased or decreased to compensate for the production speed. The Drip Feed method can be made to accommodate any production schedule. While being used as it should be, a coating so handled will retain its fluidity throughout the run. Changes in fluidity occur only if the tempered coating is not being used quickly enough.

To start with a seed bed of 100 lbs. and allow it to build up to 200 or 300 lbs. because no centers are going through is no better than the older method of filling the machine with tempered coating to start.

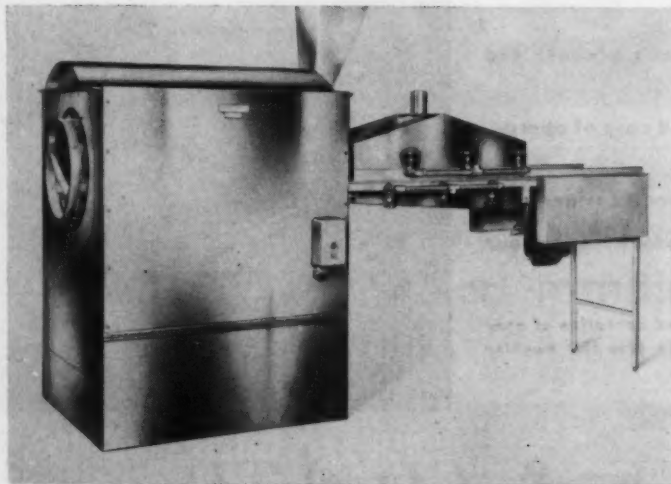
Simply installing a Drip Feed system does not make enrobing foolproof. It is quite necessary that a continuity of operation be maintained to secure uniform results. A closer study of the behavior of coatings by operators is necessary to overcome some of the variables constantly with us.

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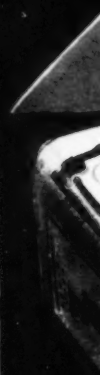
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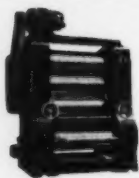
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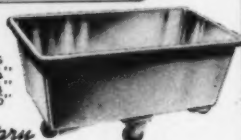
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#### A Digest of

## Technical Literature

World-wide developments and research in confectionery and food processing techniques are noted for confectionery manufacturers.

#### Aromatic Constituents of Fruit Flavors

Paul Z. Bedoukian, *Perfum. & Ess. Oil Record*, Vol. 41, No. 12 (1950)—The odorous constituents of many fruits are unknown. The determination of some aromatic compounds has been made in apple, peach, raspberry, strawberry, orange, cherry, grape, pineapple and banana.

#### Planned Air-Conditioning—1

Frank H. Slade, *Confectionery Production*, Vol. 17, No. 1 (1951)—This is the first and introductory article of a series. Full production of chocolate and candy is possible through humidity and temperature control with improvement of quality.

#### Modern Chocolate Mixing

J. Koch, *Confectionery Production*, Vol. 17, No. 2, (1951)—This consists of a discussion of methods of chocolate grinding and mixing with suggestions towards the ideal treatment.

#### Planned Air-Conditioning—2

Frank H. Slade, *Confectionery Production*, Vol. 17, No. 2 (1951)—Cooling and heating units complying with summer, winter, or year-around requirements are discussed.

#### Planned Air-Conditioning—3

Frank H. Slade, *Confectionery Production*, Vol. 17, No. 3 (1951)—A discussion of unit conditioners suitable for the smaller candy factory.

#### Active Carbon

John W. Hassler, 384 pages, 1951. Price \$7.00.

This book was written as a text for operators and research workers in industry. Three sections; Preparations

## CONVEYORS

Corrigan bulk dry sugar handling and storage systems convey sugar from unloading point to storage and from storage to production.

Improve production facilities  
Lower operation costs

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and Properties, Applications, and Experimental Methods, comprise the contents.

Active carbon is carbon possessing adsorptive power. Brand names of commercial carbons are listed. Active carbon finds wide use in the purification of many food products, such as, cane sugar, beet sugar, corn syrup and sugar, scrap candy recovery, and fats and oils. Water is important and one chapter is devoted to water purification. Many biochemical and pharmal preparations require carbon treatment to remove impurities.

The other uses for active carbon in industry are given. Solvent recovery, protection against toxic gases, air purification, and catalytical applications are recorded.

Theory is thoroughly covered. References are given at the end of each chapter. Childs' "Modern Methods of Scrap Candy Recovery," THE MANUFACTURING CONFECTIONER, 1943, is cited.

The author, in our opinion, has fulfilled his purpose. Portions of the book could stand enlargement, e.g., those dealing with foods. Flow sheets and illustrations of filter installations would add interest. The scope of active carbon is much broader than normally thought and the author deserves credit for covering such a large field so well.

#### The Higher Alkyl Gallates as Antioxidants

K. J. H. Sluis, *Food Manufacture*, Vol. 26, No. 3 (1951)—Octyl, decyl and/or dodecyl gallates are not toxic according to Dutch researchers. Some of the higher alkyl gallates posses fungicidal properties apart from their remarkable high antioxidant powers. Methyl, cotyl and dodecyl gallates dissolved in fat fraction of diet at a gallate concentration of 200 times the normal dose were fed to rats with no harmful effects noted.

#### Sweetness and Molecular Structure

Morris B. Jacobs, *Amer. Perfumer*, Vol. 57, No. 2 (1951).

Theories and facts disagree, no relation can be shown between chemical structure and sweetness.

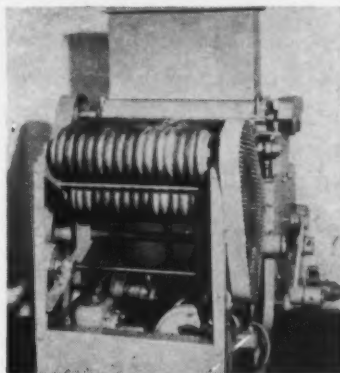
#### Technology of Gelatin

W. F. Bronson, *Food Technology*, Vol. 5, No. 2 (1951).

The methods of preparing gelatin are given. The testing and uses of gelatin are discussed.

## BRIDGE

### Bon Bon Extruding and Rolling Machine



Consists of extruding machine and the Bridge patented bon bon rolling belts attached. Used for extruding and rolling coconut bon bons suitable for dipping.

BRIDGE FOOD MACHINERY CO.  
7124-36 James Street, Philadelphia 35, Pa.

TRY  
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NOW!

**B.B.** GOLDEN  
MILK CHOCOLATE

...an economical coating  
of exceptionally  
fine flavor.

BLUMENTHAL BROTHERS Since 1900

COATINGS • LIQUORS • COCOAS  
Margaret & James Sts., Phila. 37, Pa.

For DUTCH PROCESS Cocoa and Chocolate...

**SOLVAY Potassium Carbonate**



Dustless Calcined 99% - 100%  
Hydrated 83% - 85% Liquid 47%

SOLVAY SALES DIVISION

40 Rector Street, New York 6, N. Y.





Model F-1 Temperature Indicator. Flexible tubing for remote reading or rigid stem for direct mounting 3 1/2" dial. From \$22. Adjustable electrical alarm contacts slightly higher.

**ALL OVER AMERICA ...**

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## TEMPERATURE INDICATORS

*Are at Work for Industry ...*

**Aiding Efficiency:** Production runs smoother when operating temperatures are indicated on Auto-Lite dial-type thermometers.

**Stopping Waste:** Spoilage of expensive materials is avoided through systematic temperature observation . . . this safeguard is made easy with Auto-Lite high-visibility dials and wide choice of instrument styles. Dial ranges from minus 60°F. to 750°F.

**Increasing Protection:** Auto-Lite's unique manufacturing facilities keep instrument cost low . . . permit plant-wide temperature indication for processing operations. Send for catalog.



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INSTRUMENT AND GAUGE DIVISION

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### A Letter Answered By The Technical Editor

*Can you furnish me some formulae for making chocolate syrups and ice cream chocolate coating suitable for use in the tropics?*

*Puerto Rico*

Here are two formulae for chocolate syrups:

2 lbs. 4 oz. liquor chocolate  
2 lbs. 8 oz. granulated sugar  
1 3/4 quarts of water  
Melt chocolate, add sugar and water, heat to 175°. Chill  
6 oz. cocoa, Dutch or natural process

—or—

1 lb. 11 oz. liquor chocolate  
2 lbs. 8 oz. granulated sugar  
1 3/4 quarts of water  
Melt chocolate. Combine sugar and cocoa and add. Add water and heat to 175°F. Chill.

Chocolate ice cream coatings may be made by either of the following formulae:

	#1	#2
Coconut Oil 76°	45 lbs.	45 lbs.
Peanut Oil	10 lbs.	10 lbs.
Sugar (powdered)	35 lbs.	30 lbs.
Cocoa	10 lbs.	5 lbs.
Vanillin	1 oz.	1 1/2 oz.
Salt	1 oz.	1 oz.
Lecithin	5 oz.	5 oz.
Skim Milk Powder		10 lbs.

Mix powdered sugar, cocoa, vanillin, salt and skimmed milk powder in a dough mixer about half the quantity of the oils to form a stiff paste. Pass through rolls (refiner) to reduce to texture desired. Place the smoothed paste in a chocolate kettle, add the balance of the oils and the lecithin dissolved in an equal weight of the oil. Mix for 1 to 3 hours to get thorough blending. Temperature should be between 90° and 100° F.

**RIBBONS**  
for your *Candies*

Satins • Moires • Taffeta  
Gros-Grain • Ribbon • Nit  
Rayon and Chiffon

**R. C. TAFT CO.**  
111 NORTH CANAL STREET  
CHICAGO 6, ILLINOIS

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# Commodity Market Quotations for Basic Raw Materials

*This table covers one year with the most recent quotations on the top line.*

Date	Cocoa <sup>1</sup>	Sugar <sup>2</sup>	Corn Syrup <sup>3</sup>	Eggs <sup>4</sup>	Coconut <sup>5</sup>	Almonds <sup>6</sup>	Peanuts <sup>7</sup>	Pecans <sup>8</sup>	Pepper-mint <sup>9</sup>	Lemon Oil <sup>10</sup>	Orange Oil <sup>11</sup>
Feb. 21	36.37	8.73	5.69	.35	.18½	.64½	.21½	.80	7.45	6.00	2.75
Feb. 15	36.00	8.73	5.69	.35	.18½	.64½	.21	.80	7.45	6.00	2.75
8	36.37	8.73	5.69	.36½	.18½	.64½	.21	.80	7.55	6.00	2.75
1	37.00	8.73	5.69	.37	.18½	.64½	.20½	.80	7.55	6.00	2.75
Jan. 25	36.25	8.73	5.69	.39½	.18½	.64½	.20½	.80	7.55	6.00	2.75
18	33.62	8.83	5.69	.37½	.18½	.64½	.20	.80	7.55	6.00	2.75
11	32.00	8.83	5.59	.39½	.18½	.64½	.20	.80	7.55	5.00	2.75
4	32.37	8.83	5.59	.41	.18½	.64½	.20	.80	7.55	5.00	2.75
Dec. 28	32.65	8.83	5.59	.46	.18½	.64½	.20	.80	7.55	5.00	2.75
Nov. 30	29.50	8.83	5.44	.60	.17½	.64½	.20½	.80	7.75	5.00	2.75
Oct. 26	31.37	8.83	5.34	.66	.17½	.64½	.19	.95	7.75	5.00	2.75
Sept. 28	34.10	9.08	5.34	.60	.17½	.68	.18¾	1.15	7.75	5.00	2.75
Aug. 31	35.50	8.40	5.34	.56	.17½	.68	.17½	1.15	7.25	5.00	2.75
Jul. 27	35.00	8.60	5.23	.53	.18½	.68	.17¾	1.25	7.25	5.00	2.75
Jun. 29	38.30	8.40	5.23	.53	.18½	.68	.17	1.25	7.25	5.00	2.75
May 25	38.20	8.20	5.23	.46	.22	.68	.17	1.25	7.25	5.00	2.50
April 27	38.40	8.59	5.23	.48	.22	.70	.17	1.25	7.25	4.50	2.50
Mar. 30	38.40	8.59	5.33	.48	.21	.70	.17	1.23	7.25	4.50	2.50
Feb. 23	37.60	8.59	5.46	.45	.20	.70	.17	1.25	7.25	4.50	2.25

<sup>1</sup>Accra, at N. Y. (per 100 lb.) <sup>2</sup>Granulated, cane, delivered Chicago, (per 100 lb. bag) <sup>3</sup>43b, f.o.b. Chicago, (per 100 lbs.) <sup>4</sup>Extras, large, Chicago markets, (per dozen) <sup>5</sup>Dessicated, f.o.b. Chicago, (per lb. per 100 bag lots) <sup>6</sup>California non-pareils, medium, delivered Chicago (per lb.) <sup>7</sup>No. 1 Spanish shelled, f.o.b. southeast shipping points, (per lb.) <sup>8</sup>large halves, delivered Chicago, (per lb.) <sup>9</sup>natural, Chicago, (per lb. per 25-lb. can) <sup>10</sup>California, delivered Chicago, (per lb. per 25-lb. can) <sup>11</sup>California, delivered Chicago, (per 25-lb. can)

## FRED STOKES SAYS:

"My trade tells me that Wilbur coatings are a big factor in bringing customers back to the store for more. Nothing builds repeat business like a really good coating."



Mr. Stokes is our representative in the Southern Territory. Why don't you call Fred to help you with your coating problems? His 25 years' experience in the bakery, ice cream and confectionery industry will prove invaluable. Fred's address is 614 Mortgage Guarantee Building, Atlanta, Georgia.

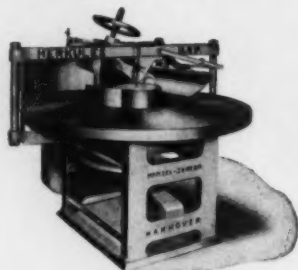
# WILBUR CHOCOLATE COATINGS



WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

**If you are anxious to**

- reduce labour and overhead costs
- cut materials wastage
- increase output from your present plant



Then install a  
**HERCULES**  
**BATCH KNEADER**  
for the  
tough jobs

**An exceptionally robust sugar kneader  
of proven design**

For detailed information apply to

**HAENSEL-JUNIOR**  
Specialized Machinery Works,  
Postfach 516, HANNOVER, Germany  
Agency inquiries invited

## Hans' Diary

Hans Dresel



*Hans Dresel, popular conference chairman of PMCA and Felton representative, has been sending his friends including THE MANUFACTURING CONFECTIONER frequent reports on his interesting experiences abroad. The Editor is sure the readers will enjoy reading what Hans has to say.*

Westminster, London

January 14—Partridge, pheasant and woodcock . . . we are eating instead of pork chops, lamb chops or steaks. Report on London . . . Their love of flowers, their pride in city and country . . . their far superior service in hotels and restaurants. History was made on every corner—Westminster Abbey: names which make our culture possible on every corner—tombs of General Wolfe and Major Andre; plaque in memory of F.D.R. Empty lots remind us of the blitz.

No. 11 Green Street, Mayfair, London, is the home of the Cocoa, Chocolate and Confectionery Alliance, Ltd. . . Reception reserved but friendly. Mr. C. G. Monk, executive secretary of the Alliance most helpful—prepared an itinerary for visiting the British Food Manufacturing Industries Research Association at Leatherhead, Surrey. Research Association is supported by the government and a group of private firms. Committees elected by various commodity groups draw up the subjects for research. Problems submitted by individual firms are considered for investigation. Some of results are made known only to members, others released for publication. Mr. C. L. Hinton, superintendent of research very kindly supplied me with publications of interest to members of the AACT.

Mr. V. C. Hender, director of Mars, Ltd., Slough, Bucks, directed me through his plant. They employ five chemists, under the guidance of a PhD. Buy their coating from an outside plant, but improve it with an additional conching for about 72 hours.

Dr. Lipscomb of John MacKintosh & Sons Ltd. in Halifax gave me some interesting information in regard to the testing methods used at the MacKintosh plant. I invited him to address our meeting at Lehigh this year concerning testing methods and quality control.

Through the courtesy of Mr. Gordon Maybee, chief chemist, Fry-Cadbury Ltd., Montreal, Canada, I was invited to visit the laboratory and factory of Cadbury Brothers Ltd. in Bourneville. Chief Chemist R. V. Wadsworth assured me that they would gladly cooperate in the exchange of ideas pertaining to testing methods for chocolates and candies.

Mr. C. R. Robertson, director of Robertson & Wood-

cock Ltd. plant. It employed in is diminishing willing to

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*finest chocolate coatings*

Rich . . . smooth . . . and with a special talent for "stringing" that enhances the most intricate designs of the candy craftsman.

**Ambrosia** SINCE 1894

AMBROSIA CHOCOLATE COMPANY • MILWAUKEE 3, WISCONSIN

cock Ltd., Forrest Gate, London, introduced me to their plant. It was the first time I had ever seen women employed in actually cooking candies. I am told the practice is diminishing as it is harder to get women who are willing to work on the kettles.

Candy and chocolate are still rationed in England and it is impossible to open new plants in this line. Because of the restrictions on manufacturing candies in England it seems to me that our general line of candies are more carefully made and definitely much better packed. In England it is permitted to weigh individually wrapped candies with the wrapper which sometimes amounts to a double wrap. The customer therefore actually buys some wrapping paper and tinfoil.

In as much as England has no law comparable with ours, more imitation flavors are used than in America. The use of pure vanilla in chocolate is extremely rare. In creme centers an imitation gooseberry seems to be a favorite with the customers.

The Cocoa, Chocolate and Confectionery Alliance Ltd. has about 200 members manufacturing 100 tons or more per year, and 400 associated members manufacturing 25-100 tons per year.

Hotel Astor, Paris  
January 25, 1952

The most remarkable impression one obtains in Amsterdam is the beautifully displayed food in the stores. After seeing London with its austerity, rationing of food and small portions, Holland is a different world. The people of Holland seem happier, better clothed and anything they want seems available.

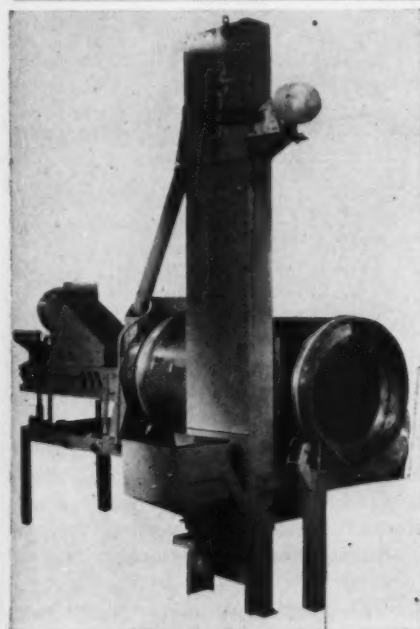
Candy stores in Amsterdam three and four to the block and the merchandise very attractive and of the highest quality. Many candies with liquor filling or with the use of cognac or rum as a flavor.

Paris is beautiful. We were met by a young woman, a friend of a friend of ours in Philadelphia. She is a professional interpreter during the summer season. Living is very expensive in Paris. A luncheon for two is not less than \$3.50, dinner comparatively more.

The National Bureau of Standards has developed a new procedure for the analysis of corn syrups. Quicker and more accurate determinations of dextrose, maltose and dextrin fractions are possible.

The method utilizes the selective properties of certain carbon adsorbents. After the syrup has been adsorbed on a column composed of Darco 60 and Celite in equal parts, the several sugars can be removed selectively by three successive washings under pressure with water, 5-percent ethyl alcohol, and 15-percent ethyl alcohol. Pressure from a nitrogen tank speeds the flow of liquid through the adsorbent column. After the individual sugars are separated, each may be determined quantitatively by well-known methods.

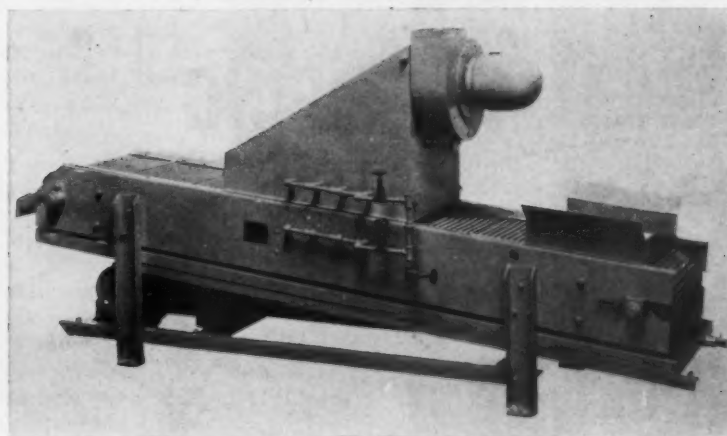
Reproducibility of the order of one percent in dextrose and maltose determinations is attainable with the NBS method. When the sugars have been separated, accuracy of the order of 0.3 percent is attainable by chemical methods. Polarimetry tends toward less accuracy.



**LATINI SUGAR SANDER**

Handles full capacity of any starch machine, up to 20 boards per minute. Unit may be put in continuous operation with mogul, requiring no additional help. Jellies and all other types of candies requiring it are properly sanded.

## ***Sand Your Goods The Latini Way!***



**LATINI SUPPLEMENTARY STEAMER**

Steam Crystallizes Entire Output of Sander  
Brilliance of Sugar Brought Out  
Protective Film Formed on Candy

Representative

***John Sheffman, Inc.***

152 W. 42nd St.

New York 36, N. Y.



**"COOPER-STYLED  
FOLDING CANDY BOXES  
SET THE STAGE FOR  
SALES AT EASTER AND  
MOTHER'S DAY"**

Counter-tested for sales and display appeal—Cooper Boxes are just "the answer"—when you are packaging—and decorating for a busy Easter and Mother's Day.

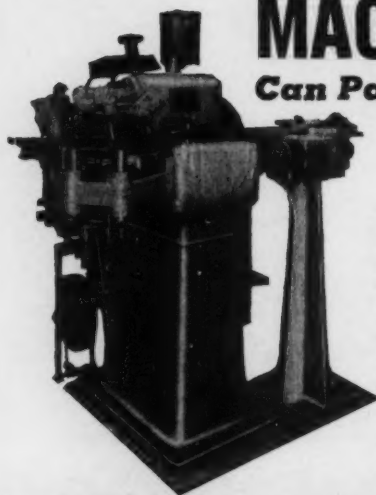
Cooper boxes lead passersby—to stop and buy—when they see candy attractively displayed. Cooper Boxes have been counter-tested to make sales during candy buying seasons.

Write or wire Dept. "M" for illustrated price list.



**COOPER PAPER BOX CORP.**  
Dept. "M" Buffalo 4, N. Y.

## JUST 2 PEOPLE and an IDEAL WRAPPING MACHINE



**Can Package 450  
Caramels  
Every  
Minute!**

Yes—that's speed,  
but **DEPENDABLE**  
speed, coupled  
with smooth, low-  
cost operation!  
Only 2 personnel  
required for this  
entirely automatic  
operation!

**WRITE TODAY  
for Important FREE  
Brochures.**

Established 1906  
**IDEAL WRAPPING MACHINE COMPANY**  
MIDDLETOWN, NEW YORK, U S A

## News of Associations

• **The Retail Confectioners' Association of Philadelphia** has elected Carl J. Hesch president, succeeding Frank J. Seale, who was appointed to the board of directors. Newly elected vice president is John A. Krause, who was succeeded as 2nd vice-president by John A. Young, a former association president (1939-41).

Joseph Steppacher was re-elected corresponding secretary, James A. Levan was re-elected financial secretary and Harry L. Young was re-appointed as treasurer. Ira Minter, retiring vice-president, was returned to the board of directors, as was Edward C. Behloun.

• **The Northwest Candy Club**, composed of wholesale confectionery salesmen in Washington, Oregon, Idaho and Montana, recently elected R. W. Graham of Seattle to the presidency.

Other newly elected officers, all of Seattle, are P. F. Reimer, vice-president; Randal Schmoyer, secretary; O. W. Kolb, treasurer, and A. Z. Strand, comptroller.

• **The New England Manufacturing Confectioners' Association** elected Richard W. Clare, of the New England Confectionery Co., president at the annual dinner-meeting in Boston.

Other newly elected officers are: C. E. Worthen, Jr., of James O. Welch Co., vice-president; William O. Wallberg, of W. F. Schrafft and Sons Corp., treasurer; Stephen A. H. Rich, of Squirrel Brand Co., secretary; and Richard D. Muzzy, Daggett Chocolate Co., Harold C. DeLong, Gum Products, Inc., and Sidney Kier, Royal Confectionery Co., directors.

• **Robert F. Keppel**, treasurer of the Pennsylvania Manufacturing Confectioners' Association, recently underwent an eye operation. He is presently recuperating before returning to his duties.

• **The Manufacturing Confectioners' Traffic Conference** of the United States recently elected Paul A. Snyder, traffic manager of The Cracker Jack Co., Chicago, Ill., chairman for the 1952 term, succeeding Ray V. Harron of General Foods Corp. Also elected were: R. J. Goble, Rockwood & Co., vice chairman; R. D. Reeds, E. J. Brach & Sons, secretary-treasurer; C. J. Braun, Jr., Hershey Chocolate Co., assistant secretary-treasurer.

Flavors  
at N. Y.

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## Flavors are topic of discussion at N. Y. chapter of A.A.C.T.

Some 50 members and guests of the N.Y. Chapter of the AACT., attended the Feb. 14 meeting, held at Busto's Restaurant in Manhattan. Following notification of the election of officers—present incumbents being re-elected, a symposium on flavors was held.

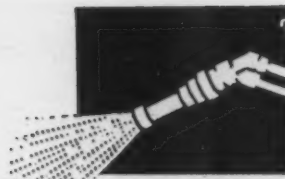
Mr. Louis Strasburger of van Ameringen-Haebler, Inc., took up the subject of Imitation Flavors. Mentioning that it took flavor properly applied to transform sugars and other ingredients into candies after processing. The term imitation flavor seemed to carry some slur in the public mind, whereas such items were valuable in their own right, and had their place. They were artistic creations of competent flavor chemists who carefully control quality and uniformity. Imitation flavors do not deteriorate on storage; because the chemist need not add unstable components to his products. Uniformity of flavor levels, effects, and economies, were to be gained by their use. They were many times more potent than the natural products they imitated with such fidelity, for the major part.

Mr. Paul Adams, of Givaudan Flavors Inc., spoke on the subject of true fruit and natural flavors. He mentioned their sources as fruits, berries, etc., and their preparation by maceration, expression, distillation etc. The distinctive, and distinguishing characteristics of vanilla beans Mexican, Bourbon, and their blends, in providing aroma, body, top notes, were elaborated. The incompatibility of anise in presence of acid was mentioned. The importance of maintaining the use of good flavors, even when other economies have to be practiced, was stressed as good business and sound technology.

Mr. Robert Krone of Fritzsche Bros., Inc., followed with an address on essential oils—the meaning of the term “essential” and the origin of raw materials from which they were obtained by expression, distillation and kindred methods, from fruits, flowers, roots and plant structures generally, were mentioned. The citrus group and other essential oils used by confectioners were dealt with. The tendency of the citrus group oils to deteriorate with time and improper storage methods, brought out the fact that best storage temperatures ranged from 68 to 70 degrees F., and that supplies held by the confectioner should be transferred to glass containers as soon as possible. Columns of air above the oils in containers should be reduced to minimum by transfer of contents, to smaller containers as supplies were used up. Some work has been done on the protection of essential oils by the use of anti-oxidants. A confectioner could obtain stabilised oils on request, but they would be labeled in accordance with regulations and mention the fact on the label. The quantities of the various essential oils to be used to properly flavor 100 lbs. of hard candy according to the company's laboratory findings, were generally around 2 ounces for the citrus group,

## TOPS in Cleaning!

### The Oakite Steam Gun



**H**ERE is a scientifically designed cleaning tool! A steam-solution gun utilizing pressure and heat to boost the cleaning power of your detergent solution. With it you can cut clean-up time in half!

The Oakite Steam-Solution Gun is low priced . . . works without pump, motor or injector. Simply hook it up to your own steam supply. Wonderful for cleaning heavily-soiled equipment, walls, floors—gets into corners and hard-to-reach places. Strips paint in a hurry!

FREE in-plant demonstration given gladly. Write Oakite Products, Inc., 36C Rector Street, New York 6, N. Y. No obligation.

SPECIALIZED INDUSTRIAL CLEANING  
**OAKITE**  
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U.S. & Canada



## GAIR SHIPPING CONTAINERS

Eliminate Many  
Hazards of Shipping

Gair Corrugated Containers are so scientifically constructed that they offer the utmost PROTECTION against the many hazards of shipping...truly amazing how they withstand tremendous knocking about and rough usage.

Without obligation Robert Gair offers a helping hand in solving shipping container problems.

WRITE TODAY  
for technical information



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**ROBERT GAIR COMPANY, INC.**  
155 EAST 44TH STREET, NEW YORK • TORONTO  
PAPERBOARD • FOLDING CARTONS • SHIPPING CONTAINERS



*Plans were laid for bigger and better 1952 Confectionery Industries Exposition at a joint meeting of candy manufacturers and Exposition committeemen in New York. The Exposition will be held June 2-5, 1952 at the Conrad Hilton Hotel, Chicago, while the NCA 1952 Convention opens on Sunday, June 1 and continues through June 5.*

*Seated (l-r) Theodore Stempfel, E. J. Brach & Sons, General Chairman, NCA 1952 Convention; I. C. Shaffer, Just Born, Inc.; Buckley I. Robbins, E. I. du Pont de Nemours; Don S. Greer, J. W. Greer*

*Co.; Victor H. Gies, Mars, Inc.; Joseph H. Voss, Voss Belting Co., and Wm. H. Kopp, National Equipment Co.*

*Standing (l-r) G. H. Fox, NCA staff; Truman Clapp, Clapp & Poliak, Inc.; James E. King, American Molasses Co.; Victor A. Bonomo, Gold Medal Candy Corp.; H. A. Newman Jr., American Viscose Corp.; Philip P. Gott, NCA President; David P. O'Connor, Penick & Ford, Ltd., Inc., chairman, Exposition Committee; W. F. Schlesinger, Ross & Howe, Inc., and Robert Voss, Voss Belting Co.*

aided by 16 ounces of fruit acid, anise at a level of 1 to 1½ ounces, clove oil 1 ounce, peppermint 2 ounces; the last three without the addition of acid—fondant flavoring would require about half the foregoing volumes. Throughout his talk Mr. Krone emphasised the absolute necessity of measuring flavors accurately by volume, for uniform and productive results.

A discussion followed in which Jimmie King, Leo Freundlich, Alfred Leighton and others took part.

• **Directors of the National Confectioners' Association**, meeting in New York City January 24 and 25, analyzed ways of furthering the progress and growth of the confectionery industry. Top items on the agenda included school education, employer-employee relations, sanitation, government relations, research, industry publicity, sanitation and group insurance.

After reviewing the NCA's educational and promotional activities the directors recommended that the NCA school educational program, including distribution of the school teaching aide and the sound film "Candy and Nutrition", be continued

through the spring school semester; that information on the industry and its products continue to be provided to newspaper, magazine and free-lance writers, radio and TV directors, etc.; and additional tie-ins be planned with special selling events and food trade associations.

The results of a preliminary Group Insurance survey was presented to the candy executives showing the depth of interest held on the subject by NCA members. The plan would enable members to obtain this type of insurance at a lower cost due to the larger number of employees covered.

The group also recommended closer cooperation with the National Safety Council after it approved the appointment of G. S. Doolin, NCA Sanitation Director, as secretary of the confectioner's division, Food Section, NSC.

The 1952 Confectionery Industries Exposition will be open longer than previously due to the approval of the directors of a plan to open the exhibits at 11 a.m. during the convention. The recommendation was made to the board by the directors of the exposition committee under the chairmanship of David P. O'Connor, of Penick & Ford, Ltd., Inc.

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## Conventions -- Meetings

March 17-20—Premium Advertising Association of America, Inc., 19th Annual Premium Buyers Exposition, Conrad Hilton hotel, Chicago, Illinois.

March 30-31—Packaging Machinery Manufacturers Institute, semi-annual meeting, Hotel Dennis, Atlantic City, N. J.

April 1-3—Point-of-Purchase Advertising Institute, annual symposium, Waldorf-Astoria hotel, New York City.

April 1-4—American Management Association, 21st National Packaging Exposition, Atlantic City Auditorium, Atlantic City, N. J.

April 15-17—Research and Development Associates, Food and Container Institute, fifth annual meeting, Palmer House, Chicago, Ill.

April 22—Association of Consulting Chemists and Chemical Engineers, Inc., General Symposium, Hotel Belmont Plaza, New York City.

April 23-May 4—International Sugar Exhibition, R. A. I. building, Amsterdam, The Netherlands.

April 24-25—Sixth Annual Pennsylvania Manufacturing Confectioners' Association Production Conference, Lehigh University, Lehigh, Penna.

April 28-30—American Oil Chemists' Society, spring meeting, Shamrock Hotel, Houston, Texas.

May 5-8—Greater Chicago Safety Council, 29th annual Midwest Safety Show, Congress hotel, Chicago, Illinois (Program on safety in confectionery plants scheduled for afternoon session, May 8.)

May 5-16—British Industries Fair, Earls Court, London, England.

May 18-21—National Candy Wholesalers Association, annual convention and confectionery exposition, Palmer House, Chicago, Ill.

May 25-28—Flavoring Extract Manufacturers' Association, 43rd annual convention, Edgewater Beach hotel, Chicago, Illinois.

June 1-4—Associated Retail Confectioners, annual convention, Drake Hotel, Chicago, Ill.

June 1-5—National Confectioners' Association, 69th annual convention, Conrad Hilton Hotel, Chicago, Illinois.

June 19-21—Southern Wholesale Confectioners Association, 29th annual convention, George Vanderbilt hotel, Asheville, N. C.

August 12-14—Western Packaging and Materials Handling Exposition, Shrine Convention Hall, Los Angeles, California.

September 14-17—National Automatic Merchandising Association, annual convention, Palmer House, Chicago, Illinois.

October 18—Sweetest Day

Buy with  
Confidence  
from  
**FUNSTEN**  
Specially Selected  
for Flavor and Size  
**PECANS of Quality**  
FOR OVER 50 YEARS  
R. E. Funsten Co., 1615 Delmar, St. Louis 3, Mo.

## Ferbo CAKE FLAVOR

A Ferbo Specialty Flavoring that imparts a Rich and Delicious taste characteristic of a mixture of Butter and Cream and Caramel and Vanilla. Used extensively by both the Bakery and Confectionery trades. Sample upon request.





# Confectionery Brokers

## New England States

**JESSE C. LESSE CO.**  
Confectionery  
Office and Sales Room  
161 Massachusetts Ave.  
**BOSTON 13, MASS.**  
Territory: New England

## Middle Atlantic States

**JAMES A. BRADY CO.**  
1018 Monsey Avenue  
**SCRANTON 9, PENN.**  
Phone 2-8658  
Concentrated coverage of the  
candy and food trade in N. E.  
Penn. "The Anthracite"

**ARTHUR M. CROW & CO.**  
407 Commonwealth Annex Bldg.  
**PITTSBURGH 22, PA.**  
Cover conf. & groc. jobbers, chains,  
dept. stores, food dists.  
W. Pa., W. Va., & E. Ohio

**JACK HAAZ**  
6720 Sprague St.  
**PHILADELPHIA 19, PA.**  
Telephone: GERMantown 8-7593  
Territory: Pennsylvania,  
N. J., Balt., Wash.

**HERBERT M. SMITH**  
318 Palmer Drive  
**NO. SYRACUSE, NEW YORK**  
Terr: New York State

**IRVING S. ZAMORE**  
2608 Belmar Place  
**SWISSVALE, PITTSBURGH 18, PA.**  
29 Years Experience  
Terr: Pennsylvania, excluding  
city of Philadelphia

## South Atlantic States

**JIM CHAMBERS**  
Candy Broker  
84 Peachtree Street  
**ATLANTA 3, GEORGIA**  
Terr: Ga., Ala., and Fla.

**WALTER C. MCGILL**  
Candy Specialties—Jobbers only  
Box 912, Lynchburg, Va.  
Terr: Virginia, No. & So. Carolina

**WM. E. HARRELSON**  
Candy & Allied Lines  
5308 Tuckahoe Ave.—Phone 44280  
**RICHMOND 21, VIRGINIA**  
Terr: W. Va., Va., N. & S. Car.

## South Atlantic States (cont'd)

**ROY E. RANDALL CO.**  
Manufacturers' Representative  
P. O. Box 605—Phone 7590  
**COLUMBIA 1, SO. CAROLINA**  
Terr: No. & So. Carolina  
Over 25 years in area

**BUSKELL BROKERAGE CO.**  
1135 East Front Street  
**RICHLANDS, VA.**  
Contact Wholesale Groceries, Candy  
Jobbers and National Chains  
Terr: Va., W. Va., Eastern Tenn.,  
and Eastern Kentucky

**W. M. (BILL) WALLACE**  
Candy and Specialty Items  
P. O. Box 472—111 Rutland Bldg.  
**DECATUR, GEORGIA**  
Terr: Ga. & Fla.  
Thorough Coverage

**SAMUEL SMITH**  
2500 Patterson Ave. Phone 22318  
Manufacturers' Representative  
**WINSTON-SALEM 4, N. CAROLINA**  
Terr: Virginia, N. Carolina,  
S. Carolina

## East No. Central States

**G. W. McDERMOTT**  
100 North Raymond St.—Phone 382  
**MARINETTE, WISCONSIN**  
Terr: Wisc. & Upper Mich.—covered  
every five weeks.

**ROGER ETTLINGER**  
Phone Townsend 8-5369  
16525 Woodward Ave.  
**DETROIT 3, MICHIGAN**  
Terr: Entire state of Michigan

**BERNARD B. HIRSCH**  
1012 N. 3rd St.  
**MILWAUKEE 3, WISCONSIN**  
Terr: Wis., Ia., Ill. (excluding Chi-  
cago) Mich. (Upper Penn.)

# Supply Field News



Ivan F. Wieland



Richard L. Nagle

• **A. E. Staley Manufacturing company** has announced the promotion of Ivan F. Wieland, assistant manager of the corn division's industrial sales department, to the newly created post of assistant to the corn division manager. In this new post he will assist in the overall administration of the division.

Richard L. Nagle, who has been manager of Staley's co-products sales, has been named industrial sales manager, succeeding Paul D. Doolen, who has resigned.

• **Robert Gair Company, Inc.** has announced the latest in their series of expansion moves. A new corrugated box shop has been completed at Teterboro, New Jersey, and set in operation. The new plant is situated in a newly created industrial area adjacent to the Erie railroad, the new Jersey Turnpike and Teterboro Airport.

The company has also announced the signing of a contract for the purchase of the American Coating Mills Division of Owens Illinois Glass Company. In the transaction, Gair will acquire paperboard mills at Elkhart, Indiana, and Middletown, Ohio, and carton fabricating plants at Elkhart, Chicago, and Grand Rapids, Michigan.



• **Magnus, Mabree and Reynard's** 21st annual sales conference hailed 1951 as one of the most successful years in the firm's 57 year history.

MM&R also announced the appointment of A. R.



Jensen as head of their Midwestern division with headquarters in Chicago. He succeeds G. F. Mehrens, who has transferred to the Pacific Coast.

## Confectionery Brokers (Cont'd)



Stanley Hurwitch

Herbert D. Walton

• **Empire Box Corporation** of Garfield, N. J. has announced the promotion of Herbert D. Walton to the post of Sales Manager. Dr. Walton was formerly with the Chicago Folding Carton Sales Division of the Container Corporation of America.

Also new in the firm is Stanley Hurwitch, formerly with the Arvey Corporation, who has been added to the Easter sales staff.

• **Dr. Ernest Guenther**, vice-president and technical director of Fritzsche Brothers, Inc., has returned from a six-week tour of the Pacific Coast during which he visited a number of the firm's customers and made an extensive study of the peppermint oil situation in Oregon.

He is now supervising final details for the sixth and final volume of his treatise on **The Essential Oils**, due for publication this Spring.

• **A. G. Peterson**, general sales manager of the Eastern Division, Corn Products Refining Company, died February 11 at his home in New York City.

• **Lynch Corporation** is expanding its sales and services according to a recent announcement. An eastern office and warehouse has been opened in New York City under the management of D. E. Stenson. Similar offices have been set up in Atlanta, Georgia, and Chicago, Illinois.

• **Richard H. Lingott**, Chicago representative for Sterwin Chemicals company, died at his home February 1. He had spent the major years of his life in the synthetic chemical and aromatic oils field. He was 70 years old at the time of his death.

**Milprint** INC  
PACKAGING MATERIALS  
LITHOGRAPHY & PRINTING

GENERAL OFFICES: MILWAUKEE, WISCONSIN  
SALES OFFICES IN ALL PRINCIPAL CITIES

### East No. Central States (cont'd)

**W. C. TREMEAR & SON**  
824 No. Pennsylvania St.  
**INDIANAPOLIS 4, IND.**  
Territory: Indiana, Except extreme North.

### IRWIN R. TUCKER COMPANY, INC.

308 W. Washington Street  
**Chicago 6, Illinois**  
Complete Coverage of Chicago Market

**W. C. TUGAW**  
Manufacturers Representative  
1801 No. Central Park  
**Chicago 47, Illinois**  
Covering Metropolitan Chicago

**H. K. BEALL & CO.**  
308 W. Washington St.  
**CHICAGO 6, ILLINOIS**  
Phones RANDolph 1618-1628  
Territory: Illinois, Indiana, Wisconsin  
25 years in the Candy Business

**ARTHUR H. SCHMIDT CO**  
815 Erieside Ave.  
**CLEVELAND 14, OHIO**  
Terr: Ohio. Member Nat'l. Conf. Salesmen Ass'n.  
Buckeye Candy Club

### East So. Central States

**R. HENRY TAYLOR**  
Candy Broker  
Box 1456—Phone 4-2763  
**LEXINGTON, KENTUCKY**  
Territory: Kentucky and Tennessee

**A. C. BURNETT COMPANY**  
Candy Brokers  
**HALEYVILLE, ALA.**  
A crack team of six Southern salesmen. Ky., Tenn., Miss., Ala., Fla., Ga., S. C., N. C., Va., W. Va., Ark., La.  
If it will sell in Dixie—we can sell it.

**FELIX D. BRIGHT & SON**  
Candy Specialties  
P. O. Box 177—Phone 8-4097  
**NASHVILLE 2, TENNESSEE**  
Terr: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

**J. L. FARRINGER CO.**  
**FRANKLIN, TENNESSEE**  
Established 1924  
Territory: Tenn., Ky., and W. Va.  
3 Salesmen covering territory

**AUBREY O. MAXWELL CO.**  
91 Franklin St.  
**NASHVILLE 3, TENN.**  
Manufacturers Sales Agent  
Territory: Middle Tennessee

**HURD-MORELAND CO.**  
**MORELAND, KENTUCKY**  
Sales Representation Candy bars, Specialties  
Terr: Kentucky, East Tennessee

### West No. Central States

**ELMER J. EDWARDS**  
**CANDY BROKERAGE**  
5352 31st Ave. So.  
**MINNEAPOLIS 17, MINN.**  
Phone: Pa. 7659  
Terr: Minn., N. & S. Dak.—Special attention given to Twin City trade

**GRIFFITHS SALES COMPANY**  
725 Clark Ave.—Phone GA. 4979  
**SAINT LOUIS 2, MISSOURI**  
We specialize in candy and novelties.  
Terr: Mo., Ill., and Kan.

### West So. Central States

**JAMES A. WEAR & SON**  
P. O. Box 27  
**BALLINGER, TEXAS**  
Personal Representation  
Territory: Texas

### Mountain States

**CAMERON SALES COMPANY**  
3000 Monaco Parkway  
**Denver, Colo.**  
Dexter 0881  
Candy & Allied lines. More than ten years coverage of Colo., Wyoming, Mont., Idaho & Utah

**MAYCOCK BROKERAGE CO.**  
573 West 2nd South  
**SALT LAKE CITY, UTAH**

An eight man organization representing manufacturers for 76 confectionery, tobacco, drug and grocery jobbers in Utah-Idaho territory.

**JERRY HIRSCH**  
Manufacturers' Representative  
Candy and Specialty Items  
4111 E. 4th St.  
**TUCSON, ARIZONA**  
Territory: Arizona, New Mexico & El Paso, Texas

**G & Z BROKERAGE COMPANY**  
New Mexico—Arizona El Paso  
County Texas

P. O. Box 227 **ALBUQUERQUE N. Mex.**

Personal service to 123 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

**KAISER MICHAEL**  
Broker  
Manufacturers' Representative  
"Worlds Finest Candies"  
911 South Richmond Ave.  
**ALBUQUERQUE, NEW MEXICO**  
Terr: New Mexico, Arizona & El Paso, Texas area

# Confectionery Brokers (Cont'd)

## Pacific States

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Confectionery Mfr's Representative  
since 1901

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Offering dependable representation  
in the states of OREGON & WASH-  
INGTON

Randall Schmoyer (owner)

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LOS ANGELES 13, CALIF.

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SEATTLE 1, WASH.

903 Park Road

Ariz., New Mex., W. Texas

EL PASO, TEXAS

### HARRY N. NELSON CO.

112 Market St.

SAN FRANCISCO 11, CALIF.

Established 1906

Sell Wholesale Trade Only

Terr: Eleven Western States

### L. LIBERMAN

SEATTLE 22, WASHINGTON

Manufacturers' Representative

1705 Belmont Avenue

Terr: Wash., Ore., Mont., Ida.,

Utah, Wyo.

### GEORGE R. STEVENSON CO.

Terminal Sales Building

SEATTLE, WASHINGTON

Territory: Wash., Ore., Ida., Mont.

Over 20 years in this area.

### RALPH W. UNGER

923 East 3rd St.

Phone: Trinity 8282

LOS ANGELES, CALIFORNIA

Terr.: Calif., Ariz., N. Mex.,

Hawaiian Islands

### GENE ALCORN & CO.

1340 E. 6th Street

LOS ANGELES 21, CALIFORNIA

383 Brannan Street

SAN FRANCISCO 7, CALIFORNIA

Territory: State of California

• Norman W. Kempf, research director for the Walter Baker Chocolate and Cocoa Division of General Foods, who recently returned from a trip to South America, reported a genuine hunger on the part of Brazilian growers and exporters for the exchange of technical information.

The object of Mr. Kempf's trip was to originate a long-range program of cooperation and exchange of information between U. S. manufacturers and Bahia growers, and to make recommendations for certain changes in present fermentation processes now in use by Bahia growers, which would result in a bean flavor more consistent with the needs of U. S. manufacturers. He spent one month at the Brazilian government experiment station at Urucaca conducting research upon which his recommendations were based. After his month's work, Mr. Kempf appeared before the Bahia Cocoa Commission at Sao Salvador to explain the results of his experiments.

In a side trip to Ecuador, Mr. Kempf was able to lend his assistance to horticulturists working on the future propagation of disease-resistant trees which will still have desirable flavor qualities. In addition he was able to suggest improved means of transmittal and preparation of bean samples which would provide his committee with better material for evaluation.

• Sherman Paper Products Corp. has announced the appointment of R. C. Owens as director of products development. Mr. Owens was formerly sales manager with Whitson Products, Division of the Borden Co. In his new position, he will work out of New York City.

• The California Fruit Growers Exchange has changed its name for the third time in its existence. Utilizing its well-known brand name, it will henceforth be known as Sunkist Growers Inc.

The old name has been in use since 1905. It was first known as the Southern California Fruit Exchange. The Sunkist name has been used on the Exchange's lemon and oranges since 1908. Harvey A. Lynn, president of Sunkist, explained the change, "because we feel that the world-known trademark, Sunkist, which has become synonymous with the finest of citrus fruits, should be a part of our name."

• Neumann, Buslee & Wolfe, Inc., Chicago, have departed from their old form in issuing their new catalog. The new list contains each item alphabetically, followed by the price, then an appropriate remark concerning its use or adaptability. The cover is printed in black and blue with a reference guide for measurements on the inside back cover. The new book measures 11½" by 8".

• Package Machinery Company's Chicago office has welcomed Bill Keil, who replaces Bob Strehlau, in charge. Bill Maybury, Jr., will also represent the company from the Chicago office.

• Victor A. M. de Bont, Chicago raw materials broker, died February 13. He was well-known in the confectionery trade.

## ECONOMY EQUIPMENT

For  
CANDY and BISCUIT  
PLANTS

BELTURNS for convey-  
ing around a turn with-  
out bunching.

- LUSTR-KOOLD chocolate, skinning and sandwich cooling tunnels and conveyors.

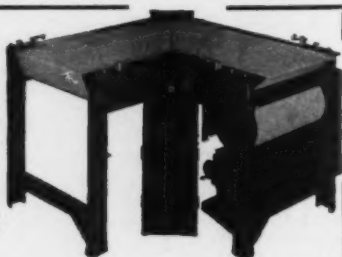
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Also Special Equipment Made to Your Requirements.

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Masonite and Solid Wood Glued  
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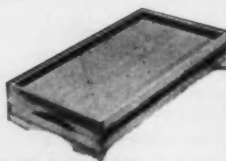
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## BAYWOOD MFG. CO., INC.

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NE 8-9832





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M-100 National Equipment Mogul with D-100 Depositor, Hydroseal Pump Bar.

Allis-Chalmers Reel and Link Belt conveyors.

10,000 Boards with starch.

1,000 new Boards—still bundled.

Pump Bars and aluminum Mold Boards.

Dry-room heater and blower.

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4—Ideal Caramel Wrappers.

Forgrave 42-C, 1-1/16" x 3/4".

2—Brightwood Box Folding and Forming Machines with stackers.

1—DF Bar Wrapper, roll card feed.

1—DF Bar Wrapper, magazine feed.

1—Rose Machine, 3/4" x 3/4" x 5/16".

#### Miscellaneous

Marcoe Homogenizer.

Hansella Kiss Batch Feeders.

NE & Simplex Vacuum Cookers.

**JOHN SHEFFMAN, Inc.**

152 West 42 St., New York 36, N. Y.

## MACHINERY FOR SALE

1 Hydraulic jack & platform

Stue-Bing Cowan, 3000# capacity

8 Copper Kettles 16"—24"

3 Gas furnaces, Like new.

2 g type 60 quart Readco Beaters with all attachments

2 marble slabs—on stand

1—3 x 6—12 x 6

1—5' Cream Beater with new hp Motor.

Would sell by the piece.

Peacock Candy Company, 111 South Cornell, Albuquerque, New Mexico.

**FOR SALE:** We will accept any offer for 297 starch trays in excellent condition. Outside dimension 32 1/2 inches x 16 1/2 inches x 2 3/4 inches height, over all inside dimension 30 1/2 inches x 15 1/2 inches x 1 1/4 inches deep. Merrill Candy Company, Merrill, Wisconsin.

**FOR SALE:** National 17" Enrober, Champion Depositor, Savage Marshmallow Beater, 2 Ideal Caramel Wrappers, 2-Werner Fondant Machines, 2-Peerless Syrup Coolers, Cooling slabs and conveyors. Price for lot \$1800.00. Loeb Equipment Supply Co., 1923 W. North Ave., Chicago 22, Ill.

**MOGULS FOR SALE:** M100 with D100 Depositor, Hydroseal Pump bar, and 10,000 starch trays. Mill River Automatic starch machine. National Equipment AC Steel Moguls. Box 322, The MANUFACTURING CONFECTIONER.

## MACHINERY FOR SALE

**FOR SALE:** Priced for quick sale—2 Lynch wrapping machines both with electric eye—excellent condition. Walter Williams Candy Company, 9 Northwest First St., Oklahoma City, Okla.

**FOR SALE:** Friend Hand-roll machine, 75 lb. capacity. Similar to Dreadnaught. Sets on stand. Used only 3 months. Original rebuilt cost \$1,250.00, will sacrifice for only \$395.00 F.O.B. Peoria, Cooper's Candies, Inc., 432 Main St., Peoria, Ill.

**FOR SALE:** a number of almost brand new Package Machinery DF Type Bar Wrapping machines with Roll Card Feed attachments. Box No. 327 The MANUFACTURING CONFECTIONER.

**FOR SALE:** Werner Automatic Ball Machine Savage large A.D. mint cutter. Racine Model M. Die Pop. Simplex gas Vacuum cooker. Box No. 124 The MANUFACTURING CONFECTIONER.

## MACHINERY WANTED

**MACHINERY WANTED:** We are interested in buying Transwrap Packing Machines. BB Model Preferable. Box No. 324, The MANUFACTURING CONFECTIONER.

**MACHINERY WANTED:** Post war 32" Greer Enrober and feed belt in good operating condition. Spangler Candy Company, 400 North Portland St. Bryan, Ohio.

## POSITION WANTED

### CANDY FOREMAN

or Superintendent

Eighteen years experience in all kinds of candies, modern machinery. Specialized in chocolate and hard candy production. Knows how to handle help efficiently, has set up plants, excellent recommendations. Box 323, The MANUFACTURING CONFECTIONER.

## HELP WANTED

**HELP WANTED:** Production candy maker under 40 years of age with general experience. Capable of assuming complete responsibility for small plant long established in Los Angeles. Production confined to bar goods. With or without investment. Owner wishes to retire. Box No. 321, The MANUFACTURING CONFECTIONER.

**HELP WANTED:** Pan Department Foreman. Must have good experience with candy and chocolate panning in quantity production. Factory in New York Metropolitan area. Give age, previous experience and salary. Box No. 223, The MANUFACTURING CONFECTIONER.

## HELP WANTED

**HELP WANTED:** All around candy working foreman. Experienced with quality creams and caramel factory mass production. Factory in New York City. Good pay for the right man. Write stating age, previous experience and salary. Box No. 222, The MANUFACTURING CONFECTIONER.

## SALES LINES WANTED

**LINE WANTED:** Broker covering Pennsylvania excluding Philadelphia, open for line or specialty items with volume sales potential. Call on jobbers, chains, super markets and vendors. Over 25 years experience, large personal following with trade. Box No. 325, The MANUFACTURING CONFECTIONER.

## BUSINESS FOR SALE

**FOR SALE:** Candy Factory, medium sized. Old established, well-equipped. Full information on request. Write Matzger Chocolate Co., 780 Harrison St. San Francisco, California.

**FOR SALE:** Manufacturing Confectionery Business, with or without Real Estate. A going business with fine reputation, established over seventy-five years, located centrally in the largest candy consuming district in the U.S.

Good volume that can be greatly increased; manufacture Chocolate, Bulk Package Line and specialties, and the finest line of Chews in the Country. Selling to Retailers, Wholesalers and Chains.

This is really an opportunity to take over a business that has an enviable reputation.

Information will be furnished to responsible interested parties. Box No. 326 The MANUFACTURING CONFECTIONER.

## WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

**"Cellophane" BAGS**

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in cutter boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All Colors & Widths

Scotch Tape Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond Robert L. Brown

"At Your Service"

74 E. 28th St., Chicago 16, Illinois



## Confectionately Yours

Two little girls at Maple Hill, Minnesota, were recently awed almost speechless by the super special delivery of a box of candy.

Ilonia, 6, and Ione, 4, daughters of Mr. and Mrs. Niilo G. Heikkila, just couldn't believe it when a huge Great Northern locomotive ground to a halt right in front of their house and Engineer J. S. Petrey got down from the cab and walked to their front door.

Presenting the two tots with the box of candy, Petrey explained, "That's because you always have a friendly wave for us when we go by."

Some day you may find yourself making "hican" nut bars, according to Washington scientists. The "hican" will taste like a hickory flavored pecan. The United States Department of Agriculture is trying to develop them by crossing the pecan with its close relative, the shagbark hickory. Nature has done the trick, but results aren't spectacular. Only a dozen Hicans will appear on a hybrid that was covered with a million blossoms.

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# Advertisers' INDEX

Abar Plastics Company .....	Feb. '52	Ideal Wrapping Machine Co. ....	50
Allmetal Chocolate Mould Co. ....	Nov. '51	Kiwi Coders Corp. ....	44
Ambrosia Chocolate Co. ....	48	H. Kohnstamm & Co., Inc. ....	43
American Food Laboratories, Inc., ..	Feb. '52	J. M. Lehmann Company, Inc. ....	Feb. '52
Anheuser-Busch, Inc. ....	Nov. '51	Lynch Corp., Packaging Machine Div.	30
Atlantic Gelatin Div. General Foods Corp. ....	Feb. '52	Magnus, Mabey & Reynard, Inc., ..	Nov. '51
Baker Div., Franklin General Foods Corp. ....	Dec. '51	N. Markovits .....	Dec. '51
Walter Baker Chocolate and Cocoa Div. of General Foods Corp. ....	6	Matthias Paper Corp. ....	37
Baywood Manufacturing Co., Inc. ....	56	Merckens Chocolate Co., Inc. ....	38
Blanke-Baer Extract & Pres. Co., ..	Feb. '52	Mill River Tool Co. ....	Jan. '52
Blumenthal Brothers .....	45	Milprint, Inc. ....	55
Bramik & Co., Ltd. ....	41	National Aniline Div. Allied Chemical & Dye Corp. ....	17
Bramley Machinery Corp. ....	Nov. '51	National Equipment Corp. ....	15
Bridge Food Machinery Company .....	45	The National Sugar Refining Co. ....	8
Burke Products Company, Inc. ....	Jan. '52	Nestle's Chocolate Co., Inc. ....	Feb. '52
Burrell Belting Co. ....	Jan. '52	Neumann-Buslee & Wolfe, Inc. ....	39
California Almond Growers Exchange ..	11	Norda Essential Oil & Chemical Co., Inc. ....	4th Cover
California Fruit Growers Exchange .....	13	Oakite Products, Inc. ....	51
Wm. A. Camp Co. ....	Dec. '51	Olive Can Company .....	14
Carle & Montanari, s.a. ....	44	Package Machinery Company .....	28
Chocolate Spraying Co. ....	49	Penick & Ford, Ltd., Inc. ....	44
Cincinnati Aluminum Mould Co., ..	Feb. '52	Chas. Pfizer & Co., Inc. ....	59
Clinton Foods Inc. ....	16	The C. M. Pitt & Sons Co. ....	Dec. '51
Confection Machine Sales Co. ....	Dec. '51	Polaks' Frutal Works .....	Feb. '52
Cooper Paper Box Corp. ....	50	Racine Confectioners' Machinery Co. ....	19
Corn Products Refining Co., Inc., ..	Feb. '52	Refined Syrups, & Sugars, Inc. ....	Dec. '51
J. C. Corrigan Co., Inc. ....	44	Riegel Paper Corp. ....	Feb. '52
Crystal Tube Corp. ....	Feb. '52	Savage Bros. Co. ....	22
Currie Manufacturing Co. ....	Jan. '52	Savage Co., R. E. ....	42
Diamond Cellophane Products .....	57	John Sheffman, Inc. ....	49
Dodge & Olcott, Inc., ....	21	Shellmar Products Corp. ....	Feb. '52
Durkee Famous Foods Div. of Glidden Co. ....	Feb. '52	Solvay Sales Division, Allied Chemical & Dye Corp. ....	45
Eastern Can Co. ....	20	Speas Company .....	40
Economy Equipment Co. ....	56	A. E. Staley Mfg. Co. ....	Feb. '52
Electric Auto-Lite Co. ....	46	The Standard Casing Co., Inc. ....	44
Empire Box Corporation .....	10	Wm. J. Stange Co. ....	12
Exact Weight Scale Company .....	32	Sterwin Chemicals, Inc. ....	2nd Cover
Felton Chemical Co. ....	Feb. '52	Sugar Information, Inc. ....	7
Ferbo Co. ....	53	Geo. H. Sweetnam, Inc. ....	Feb. '52
Filtrol Corp. ....	Dec. '51	R. C. Taft Co. ....	46
Florasynth Laboratories, Inc. ....	Feb. '52	Tompkins Label Service .....	35
Fritzsche Brothers, Inc. ....	4	Union Confectionery Equipment Co. ..	Feb. '52
R. E. Funsten Co. ....	53	Union Starch & Refining Co. ....	18
Robert Gair & Co., Inc. ....	51	U. S. Automatic Box Machinery Co., Inc. ....	9
General Mills, Inc. ....	Feb. '52	Vacuum Candy Machinery Co. ....	19
Glidden Company .....	Feb. '52	Van Ameringen-Haebler, Inc. ....	3
Green Mfg. Co. ....	Feb. '52	Chas. Walker .....	35
Greer Co., J. W. ....	Feb. '52	W-E-R Ribbon Corp. ....	Jan. '52
Haensel-Junior .....	48	John Werner & Sons, Inc. ....	Feb. '52
Hayssen Mfg. Company .....	Feb. '52	Wilbur Suchard Chocolate Co., Inc. ....	47
Heekin Can Co., The .....	Feb. '52		
Hubinger Co. ....	Feb. '52		
Hudson-Sharp Machine Co. ....	Jan. '52		



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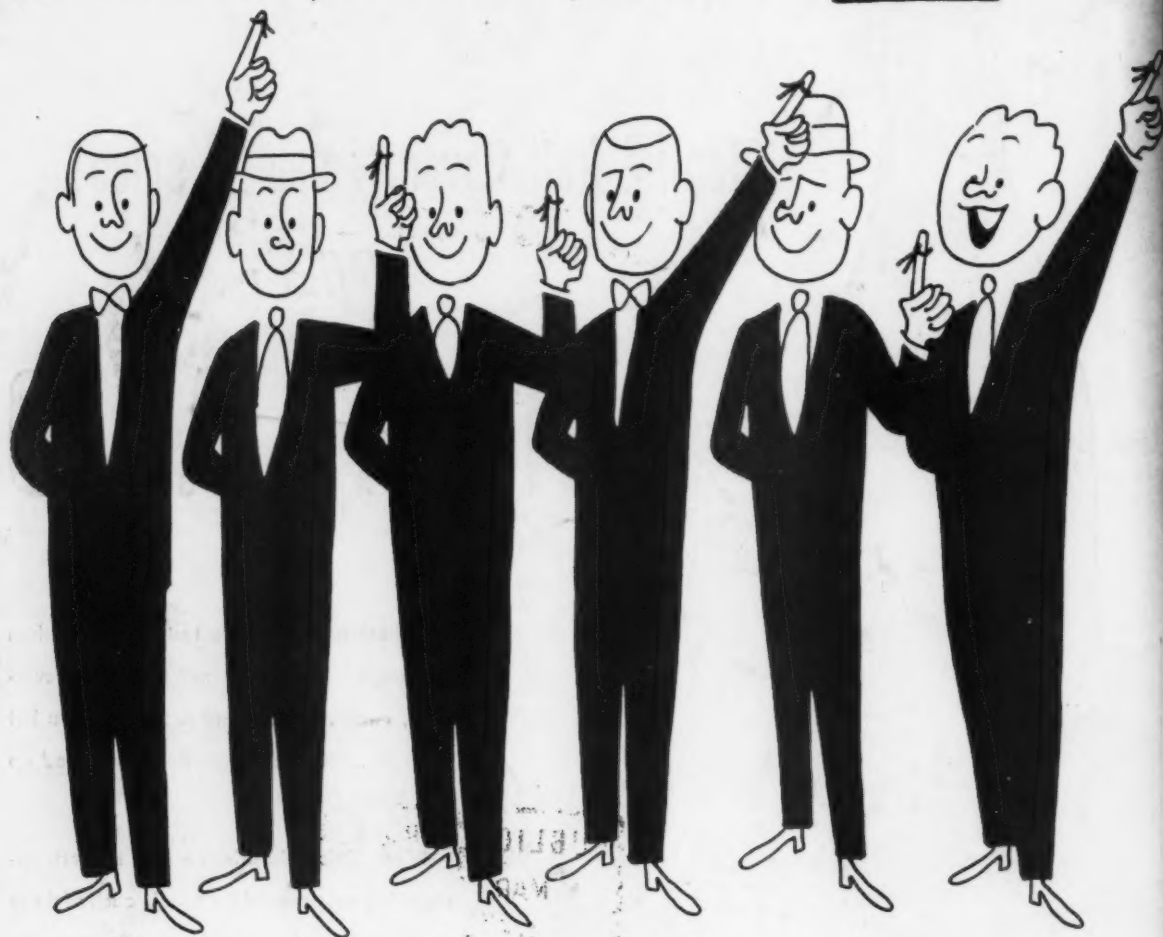
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